



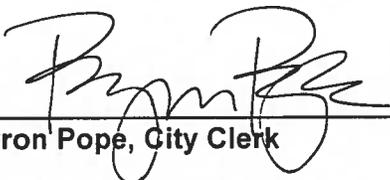
**Beverly Hills City Council / Rodeo Drive/Special Events/Holiday Program  
Committee will conduct a Special Meeting, at the following time and place,  
and will address the agenda listed below:**

**CITY HALL  
455 North Rexford Drive  
4<sup>th</sup> Floor Conference Room A  
Beverly Hills, CA 90210**

**Wednesday, June 24, 2015  
4:00 PM**

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
  
- 2) Vanity Fair Annual Oscar Party 2016 Event on Sunday, February 28, 2016 on North Crescent Drive
  
- 3) Wallis Annenberg Center for the Performing Arts Fundraiser Event on Tuesday, November 10, 2015 on North Crescent Drive
  
- 4) Adjournment

  
\_\_\_\_\_  
Byron Pope, City Clerk

**Posted: June 23, 2015**



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



## STAFF REPORT

**Meeting Date:** June 24, 2015

**To:** City Council Liaisons – Rodeo Drive/Special Events/Holiday Programs:  
- Councilmember Lili Bosse  
- Councilmember Nancy Krasne

**From:** Gisele Grable, Community Services Administrator  
Community Services Department 

**Subject:** Crescent Drive Street Closure Requests:  
- Vanity Fair Oscar Party – Sunday, February 28, 2016  
- The Wallis Fundraiser – Tuesday, November 10, 2015

**Attachments:** 1-Vanity Fair Annual Oscar Party Report  
2-Wallis Annenberg Center for the Performing Arts Fundraiser Request

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The City has received two requests for street closures of the one block of North Crescent Drive between North Santa Monica Boulevard and Burton Way, adjacent to City Hall. *Please see the attachments for additional information for each event.*

### Vanity Fair Annual Oscar Party 2016 Event

On Sunday, February 28, 2016, Vanity Fair wishes to confirm the 2<sup>nd</sup> year of the 3 year commitment for their event on North Crescent Drive, adjacent to City Hall. The event logistics would be similar to the 2015 event.

Street Closure Proposal: Thursday, February 18 through Thursday, March 3, 2016

### Wallis Annenberg Center for the Performing Arts Fundraiser Event

On Tuesday, November 10, 2015, the Wallis is proposing to host a Gala Dinner on North Crescent Drive as part of its 2015-16 fundraising efforts. The event would include the Israel Philharmonic Orchestra and a sit-down dinner for 1,000 guests.

Street Closure Proposal: Saturday, October 31 through Sunday, November 15, 2015

Additional information is attached regarding both proposals.

Representatives from both Vanity Fair and The Wallis will be available to answer questions and provide additional details at the June 24<sup>th</sup> meeting.



## STAFF REPORT

**Meeting Date:** June 24, 2015

**To:** City Council Liaisons – Rodeo Drive/Special Events/Holiday  
Councilmember Lili Bosse  
Councilmember Nancy Krasne

**From:** Gisele Grable, Community Services Administrator  
Community Services Department

**Subject:** Vanity Fair Annual Oscar Party 2015 and 2016 Events

**Attachments:** List of Local Beverly Hills Merchants

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### INTRODUCTION

For the first time in 20 years, the Vanity Fair's annual Oscar Party event was held in Beverly Hills on Sunday, February 22, 2015. With the iconic Beverly Hills City Hall as its backdrop, the 21<sup>st</sup> annual Vanity Fair event occurred in a grand tent located on Crescent Drive and included an international gathering of high profile attendees, such as Oscar winners and nominees as well as other actors, entertainment industry members and executives, celebrities, politicians, etc. to name just a few. Considering it was the first year for this large scale event and street closure, there were some issues that arose including extremely heavy rain on that Sunday evening, but it was felt as a whole that this international and prestigious event was deemed to be very successful overall. Vanity Fair was pleased with the venue, as well as the professional and prompt assistance from the City.

### DISCUSSION

In order to accommodate the construction of the large scale tent, the 400 block of North Crescent Drive (one block only between North and South Santa Monica Boulevard) was closed from Thursday, February 12 through Thursday, February 26, 2015. In addition to the use of the Crescent Drive lawn of City Hall, The Wallis granted its support as well as use of its facility for the event. On Sunday, February 22, it is estimated that approximately 1,400 invited guests attended the festivities and whose arrivals were staggered over the course of the evening.

Extensive outreach was provided by Vanity Fair to the surrounding community (including residents, Crescent Drive and other adjacent merchants, and local churches) informing them of the street closure and event details. Vanity Fair (and guests) also utilized the services of over 26 local merchants (including 4 Crescent Drive merchants) by its event crew and staff. In addition, event guests were encouraged to dine at Beverly Hills local restaurants and cafés (which were also patronized by Vanity Fair's event staff). *See the attached list of merchants.*

City staff (from numerous Departments including but not limited to Police, Fire, Community Services, Community Development & Transportation, Public Works, Parking Services, etc.)

worked closely with the Vanity Fair event planners, who were extremely responsive when issues arose and modifications were required. Immediately following the February 22 event, a recap meeting occurred with the appropriate City Departments and key Vanity Fair representatives to discuss areas of concern, review of the logistical elements, as well as provide suggestions for improvement and modifications (for both Vanity Fair and the City) for any future events. All aspects of the event were discussed (traffic, parking, use of City facilities, notification elements, better and increased amount of signage, security, etc.).

As is the case every year, the Vanity Fair's Academy Awards Event was highly publicized and broadcast throughout international press and media. Staff will provide copies of media materials, which is just a sample of the type of coverage that was provided and which includes numerous references to Beverly Hills as well as The Wallis Annenberg Center of the Performing Arts in Beverly Hills. In addition, Vanity Fair's program for the event provided to event guests included a full page special thank you to the City of Beverly Hills Mayor Bosse and City Council, as well as City Departments and staff.

In addition, event attendees and guests who were not residents of Beverly Hills were encouraged to take advantage of the City's esteemed 4 and 5-star hotel accommodations, as well as experience all of the adjacent amenities that the City has to offer, including its world class shopping and fine dining.

#### **NOTIFICATION EFFORTS**

With any and all street closures that occur on the 400 block of North Crescent Drive, adjacent residents and merchants were notified of the upcoming activity and dates. The local churches located on Santa Monica Boulevard were also provided a letter detailing the event activity and street closure.

Also, additional signage and message boards (directional and "Crescent Drive merchants open") were also provided in advance of the street closure. *(Please Note: Additional signage was one area that was discussed after the event, and recommendations to increase the number of signs as well as modify the verbiage, were suggested (in particular, to help assist with traffic issues).*

#### **FISCAL IMPACT**

Vanity Fair/Condé Nast paid for all City permits, fees and personnel costs related to the event. In addition, they provided a Certificate of Insurance for \$2 million in General Liability, naming the City as an additional insured.

#### **RECOMMENDATION**

The City Council approved the 2015 Vanity Fair's Oscar Party including the two week North Crescent Drive street closure and utilization of City Hall's Crescent Drive front lawn and courtyard areas. In addition, a three year commitment was also supported.

With the success of the 2015 event, Vanity Fair has confirmed its interest in moving forward with the 2<sup>nd</sup> year of the 3-year agreement, and holding its 22<sup>nd</sup> Annual Event in 2016 in the same venue. The date for the next Academy Awards has been confirmed as Sunday, February 28, 2016, so a street closure is proposed to be similar to this year, and would occur from Thursday, February 18 to Thursday, March 3, (and staff will encourage a briefer timeframe if it is possible).

City Council Liaison –  
Rodeo Drive/Special Events/Holiday Programs  
Meeting Date: June 24, 2015

Additional requests and recommendations for the future include: an increase in attendance/City representation to cover all City Officials, as well as an increase in the patronage of the Crescent Drive merchants. *Staff can also arrange for a meeting with Vanity Fair and the Crescent Drive merchants to see what other options may be considered.*

Vanity Fair's Oscar Party is the caliber of prestigious events that complements the City and Beverly Hills Conference and Visitors Bureau's (BHCVB) mission to promote Beverly Hills worldwide as one of the world's leading destinations, not only as a stay, shop and dine location, but also for conducting high profile events and activities. The Vanity Fair event augments the City's branding, and assists with the City's and BHCVB's marketing efforts to further expand and increase tourism activity and revenue.

City of Beverly Hills  
Vanity Fair Event – March 2015

Local Merchants Utilized by Vanity Fair Event Crew and/or Event Guests

Vanity Fair Event Crew Utilized the services of the following merchants

Beverly Hills Market & Deli  
Clementine  
Crate & Barrel  
Kelly's Coffee & Fudge Shop  
Paper Source  
Pioneer Hardware Store  
Rite Aid  
76 Gas Station  
Starbucks  
Urth Café  
Wally's Vinoteca  
Whole Foods

Crew AND Guests utilized the services of the following merchants  
*(as well as encouraged to patronize)*

Bouchon  
Bouchon Bistro  
CUT  
Da Pasquale Trattoria  
La Dolce Vita  
La Scala  
The Montage Hotel  
Mr. Chow  
The Palm Restaurant  
Sixty Beverly Hills  
Spago  
Sugar Fish  
Tiffany & Co.  
Xian

# VANITY FAIR' 21st <sup>ANN</sup> OSCAR PARTY



FEBRUARY 22, 2015

BEVERLY HILLS, CA

AND LASTLY  
*A Very Special*  
*Thank-You*  
to

THE CITY OF BEVERLY HILLS,  
MAYOR LILI BOSSE *and* THE CITY COUNCIL

CITY OF BEVERLY HILLS  
DEPARTMENTS *and* STAFF  
*from:*

CITY MANAGER'S OFFICE

COMMUNITY SERVICES

COMMUNITY DEVELOPMENT

FIRE

POLICE

PUBLIC WORKS

*This event is neither affiliated with nor endorsed  
by*  
THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES

**Wallis** Annenberg  
Center for the  
Performing Arts

THE ARTS DELIVERED. IN BEVERLY HILLS.

To Mayor Julian A. Gold, M.D.:

I am very pleased to present the Wallis Annenberg Center for the Performing Arts' proposal to host its fall Gala dinner on Crescent Street between North Santa Monica and South Santa Monica Boulevard on Tuesday, November 10, 2015 as part of our 2015/16 season fundraiser event entitled the "Duet Gala." We will be presenting the world-renowned Israel Philharmonic Orchestra, conducted by the incomparable Maestro Zubin Mehta.

In our upcoming 2015/16 artistic season, we are expanding our programming and our fundraising foothold in Los Angeles by combining forces with American Friends of the Israel Philharmonic Orchestra to host this event. The Duet Gala will be for 1,000 guests and will include a cocktail reception on our Promenade Terrace and Fred Hayman walkway, a one-hour concert in the Bram Goldsmith Theater and with your approval, a full sit-down dinner in a tent we wish to erect on Crescent Street. This distinguished night will honor Founding Chairman of The Wallis, Chairman Emeritus of City National Bank and philanthropist Bram Goldsmith. It will also be co-chaired by 20<sup>th</sup> Century Fox Co-Chair Stacey Snider and her husband Gary Snider. This fundraising event is a major component in our 2015/16 season; it represents 13% of our earned revenue for the fiscal year and your partnership will play a vital role in us reaching our revenue goals.

Enclosed is information about the American Friends of the Israel Philharmonic Orchestra and the Israel Philharmonic Orchestra, an event timeline, a floorplan of the entire event (provided by our partner Classic Party Rentals) and other collateral materials. Please note that the event timeline may shift, as we are working with Classic Party Rental to shorten the tent building and strike deadlines.

Thank you in advance for your time and consideration. Should you require any additional information, please do not hesitate to contact me directly with any questions or requests.

I look forward to hearing from you in the near future.

All my best,

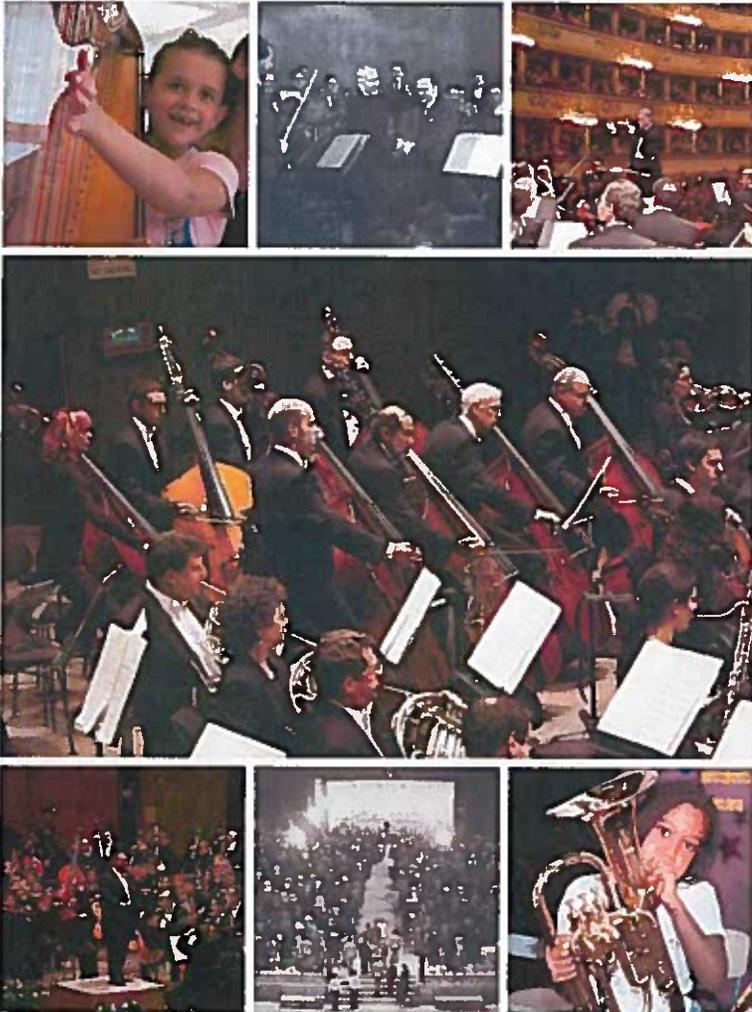


Tania Camargo  
Managing Director

cc: Danielle Ames Spivak, *West Coast Director of the American Friends of the Israel Philharmonic Orchestra*  
Cheryl Evanoff, *Vice President of Sales at Classic Party Rentals*



# AMERICAN FRIENDS OF THE ISRAEL PHILHARMONIC ORCHESTRA



For nearly 80 years there has been a strong bond between North America and the Israel Philharmonic Orchestra. In fact, the IPO would not have come into existence without this vital relationship. In 1936, legendary scientist Albert Einstein hosted one of the first major fundraisers at the Waldorf Astoria, securing the financial support needed to officially form the Orchestra.

American Friends of the Israel Philharmonic Orchestra (AFIPO) was created in 1982 to formalize and broaden this relationship and tradition of giving. From the beginning, the fate of the IPO has rested largely in the hands of its North American supporters. In addition to generating an endowment and increasing the reach of the Orchestra through financial support of national and international tours, AFIPO was also instrumental in developing KeyNote, the educational arm of the IPO. KeyNote programs bring the joy of classical music to over 29,000 children in Israel each year, while promoting tolerance and mutual respect.

## The Israel Philharmonic Orchestra

The Israel Philharmonic Orchestra (IPO) is the leading orchestra in Israel and globally recognized as a world-class symphonic ensemble. The Orchestra performs regularly in its home, the Charles Bronfman Auditorium in Tel Aviv as well as throughout Israel, including Jerusalem and Haifa. Additionally, it frequently tours internationally, travelling around the world from Asia to America. Since its inception, the IPO has enjoyed long-lasting relationships with renowned soloists and conductors which have kept it at the forefront of the classical music world. The longest and closest such relationship has been with the current Music Director, Maestro Zubin Mehta, who has been at the helm of the Orchestra for over 45 years.

The IPO is unique in its cultural diversity. Members of the Orchestra represent over 15 different nationalities. These world-class musicians were born, raised and educated in 17 different countries

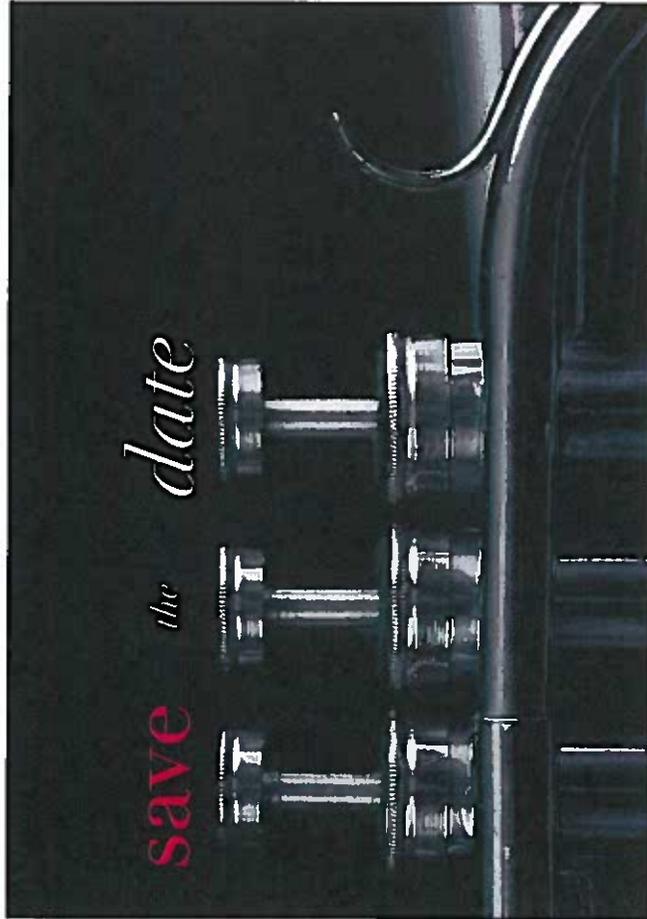
AFIPO SAVE THE DATE

SAVE THE DATE - LOS ANGELES DUET GALA

5/8/15

LOS ANGELES - SAVE THE DATE  
SIZE 8.5" X 6"

Prints in HOT PINK and BLACK



Presented  
First Class Mail  
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PMD  
Mercury-Mailing  
Systems, Inc.

Wallis Annenberg Center  
for the Performing Arts  
9000 Santa Monica Boulevard  
Beverly Hills, CA 90210

RETURN SERVICE REQUESTED

**the duet gala** *Celebrating a World-Class Orchestra  
and a World-Class Singer*

**The benefit**  
**Wallis Annenberg**  
Center for  
Performing Arts *and*  
**AMERICAN FRIENDS OF THE  
ISRAEL PHILHARMONIC ORCHESTRA**

**ISRAEL PHILHARMONIC ORCHESTRA**  
**MAESTRO ZUBIN MEHTA**

Cocktails, Concert and Post-Concert Dinner Party at the  
Wallis Annenberg Center for the Performing Arts  
**Tuesday, November 10, 2015**

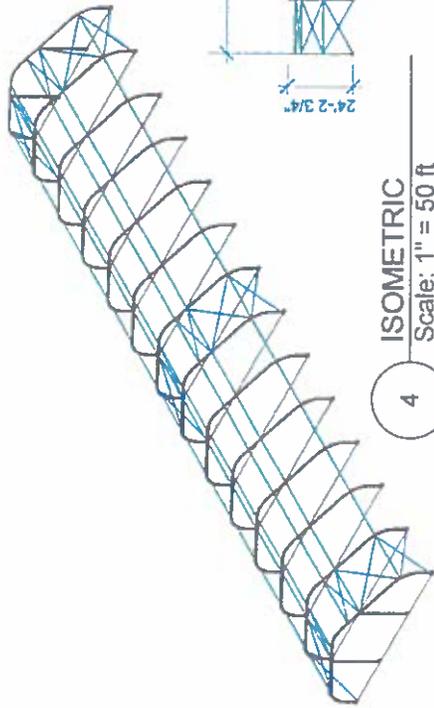
Table packages and tickets are on sale now  
for this exclusive celebration  
**Contact 310.746.9000 to reserve early**  
[duetgala@wallis.org](http://duetgala@wallis.org) | [wallis.org/duetgala](http://wallis.org/duetgala)  
For information on the Israel Philharmonic Orchestra visit [ifpo.org](http://ifpo.org)

**FINAL SIGN-OFF**

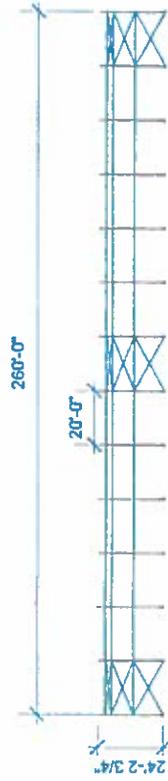
YOUR INDUSTRY COVERING APPROVAL OF COPY, COLOR, TYPE STYLE, MATERIALS, LAYOUT & ART CHECKS BEGINS IMMEDIATELY UPON RECEIPT OF THIS FINAL DESIGN.

Version # 2 Date 5/8/15 Page 1 of 3  
NEEDED TO PROCEED WITH PROJECT  
Fax Back Each Sheet - Fax 8323-935-8298

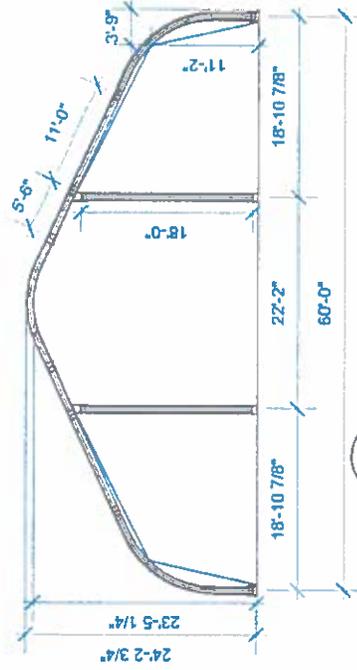
# 60' x 260' x 20' BAYS MID BEAM STRUCTURE



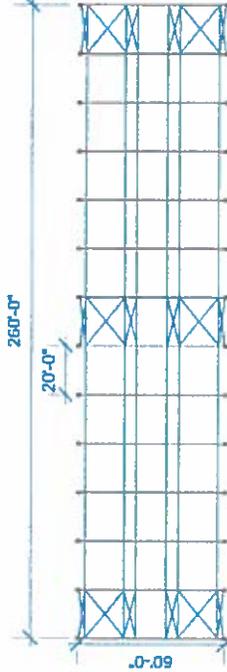
4 ISOMETRIC  
Scale: 1" = 50 ft



1 FRONT ELEVATION  
Scale: 1:675



3 END PROFILE  
Scale: 1/16" = 1'-0"



2 PLAN ELEVATION  
Scale: 1:750

DATE	05/12/15	CHECKED	
DRAWN	ML	DATE	05/12/15
PROJECT	60' x 260' x 20' BAYS	DATE	05/12/15
SCALE	AS SHOWN	DATE	05/12/15
TYPE	MID	DATE	05/12/15
REV	0	DATE	05/12/15

**CLASSIC TENTS**  
EVENT SPECIALISTS  
100 HUNTERS AVE., TORRANCE, CA 90503  
TEL: 714 536-6888 FAX: 714 236-4333

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60' x 260' x 20' BAYS  
MID BEAM STRUCTURE

**STANDARD**

## AI/BHCC TIMELINE

Version 2 (Clare)

Works hours 7am to 7pm

**Beverly Hills Cultural Center  
450 N Crescent Drive  
Beverly Hills**

### Saturday October 31st

8am		Heavy Equipment Delivered
8am	C Tents	Trench Plates Delivered
8am	SEC	Starts Delivering and Placing Ply and HVAC Units
8am	Classic Tents	Starts Placing Ply and Trench Plates
8am	Classic Floors	Starts Delivering and installing Scaffold Floor

### Sunday November 1st

7am	C Floors	Scaffold Floor Installation Continues
9am	Classic Tents	Beams and Skins Delivered

### Monday November 2<sup>nd</sup> (LOADING DOCK NOW BLOCKED)

7am	Classic Floors	Scaffold Floor Installation Continues and Completes by EOD
7am	Classic Tents	Lays Base Plates behind C Floors and being raising Beams

### Tuesday November 3rd

7am	Classic Floors	Railing
7am	C Tents	Continues Raising Beams and Begins to Pull Skins

### Wednesday November 4th

7am	Classic Floors	Builds South Ramp. Finishes Exits
7am	Classic Tents	Final Skins Pulled. Gable Ends and Filler Panels

### Thursday November 5th

**RIGGING LIGHTING AND DECOR**

7am	C Floors	Stage
7am	C Tents	Doors
7am	SEC	Starts Running AC Ducts and Delivers ADA Lift

### Friday November 6th

#### **RIGGING LIGHTING AND DECOR**

8am	SEC	Continues HVAC Installation
9am	Classic	Delivers all 3 Kitchens and also Dish Up Area and Scullery Areas And Connectors
8pm	ECP	Carpets Overnight

### Saturday November 7th

8am	SEC	Continues HVAC Installation
8am	Classic	Strings Rooms and Places Tables and Chairs

### Sunday November 8th

8am	Classic	Dishroom Delivered
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### Monday November 9<sup>th</sup> (Preset)

8am	SEC	Completes HVAC Installation
8am	Classic	Service Bars, Stations and Green Room Rentals

### Tuesday November 10th

8am	Classic	Cocktails and Arrivals Set Up
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### **GALA**

Midnight	Classic	Strike Cocktails, Tables, Chairs and Dishroom
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### Wednesday November 11<sup>th</sup> (Technical Strike)

8am	Classic	Strikes Kitchens and Exterior Rentals for access
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### Thursday November 12th

**8am Classic Strikes Carpet**

**Friday November 13<sup>th</sup>**

**7am Classic Tents Doors and Filler Panels Removed  
Gable End Skins Removed**

**Saturday November 14<sup>th</sup>**

**7am Classic Tents Beams Removed. Tent Strike Complete  
7am Classic Floors Begins Strike**

**Sunday November 15<sup>th</sup>**

**7am Classic Floors Continues and Completes Floor Strike  
7am Classic Tents Strike Trench Plates  
7am SEC Strikes AC Units  
7am Tycho Site Clean  
pm Crown Picks Up  
pm Mission Picks Up Restrooms**

**COMPLETE STRIKE BY MIDNIGHT**

**POSSIBLE PICK UP OF HEAVY EQUIPMENT MONDAY MORNING**