



**Beverly Hills City Council Liaison /  
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 OF BEVERLY HILLS  
455 North Rexford Drive  
2nd Floor Council Chamber  
Beverly Hills, CA 90210**

**Beverly Hills Liaison Committee Meeting**  
**<https://beverlyhills-org.zoom.us/my/committee>**  
**Meeting ID: 516 191 2424**  
**Passcode: 90210**

**You can also dial in by phone:**  
**+1 669 900 9128 US**  
**+1 833 548 0282 (Toll-Free)**

**One tap mobile**  
**+16699009128,,5161912424# US**  
**+18335480282,,5161912424# US (Toll-Free)**

**Thursday, April 7, 2022**  
**3:30 PM**

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events/ Holiday Program Committee. Beverly Hills Liaison meetings will be in-person at City Hall.*

#### **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) Request for Funding and Street Closures for the Rodeo Drive Concours d'Elegance Beverly Hills Father's Day Car Show on Sunday, June 19, 2022
- 3) Future Agenda Items Discussion

4) Adjournment

for   
Huma Ahmed  
City Clerk

Posted: April 5, 2022

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT [WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including Council Chamber, is wheelchair accessible.



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**Memorandum**

**TO:** City Council Liaison /Rodeo Drive/Special Events/Holiday Program Committee

**FROM:** Laura Biery, Marketing and Economic Sustainability Manager  
Magdalena Davis, Special Events and Filming Coordinator

**DATE:** April 7, 2022

**SUBJECT:** Request for Funding and Street Closures for the Rodeo Drive Concours d'Elegance Beverly Hills Father's Day Car Show on Sunday, June 19, 2022

**ATTACHMENT:** 1. Proposal Deck for the 2022 Rodeo Drive Concours d'Elegance

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**INTRODUCTION**

This report provides the City Council Liaison /Rodeo Drive/Special Events/Holiday Program Committee (Liaisons) with the request for funding and street closures for the Rodeo Drive Concours d'Elegance Beverly Hills Father's Day Car Show to be held on Sunday, June 19, 2022. The Liaisons are requested to review conceptual designs, event elements, funding request and street closure requests. If approved, the item will be heard by the full City Council at the Tuesday, April 12, 2022 City Council meeting.

**DISCUSSION**

The Rodeo Drive Concours d'Elegance (Concours) has become a legacy program held in the City of Beverly Hills since its creation in 1993. The show was not held in 2020 due to COVID-19 and in 2021 a modified version called the Tour d'Elegance was held on Father's Day as a touring car rally through the streets of Beverly Hills rather than the famed all day Rodeo Drive car show. The Concours event is curated with the support of longtime Beverly Hills resident and car enthusiast Bruce Meyer and has drawn crowds as high as 46,000 attendees over the course of the entire day to Beverly Hills and Rodeo Drive in particular.

The 2022 Concours event is scheduled for Sunday, June 19<sup>th</sup> from 11am-4pm on Rodeo Drive. Building on the success of last year's Tour d'Elegance car rally, this year's Concours event will also include a curated VIP/Sponsor vehicle tour of cars traveling from Beverly Hills City Hall through the streets of Beverly Hills and concluding on Rodeo Drive the morning of Father's Day. This will give spectators the opportunity to see the spectacular vehicles in motion.

The 2022 Concours event will also build on the existing partnerships between the Rodeo Drive Committee (RDC), the Beverly Hills Conference and Visitors Bureau (CVB), and the Beverly Hills Chamber of Commerce (Chamber) who will work collaboratively to amplify the marketing message that this is an event that is open to the public and a wonderful way to spend Father's Day in Beverly Hills. Visitors to the event, and residents of Beverly Hills, will be encouraged to shop and dine locally in Beverly Hills before, during, and after the event. With access to some

of the world's best shopping and dining destinations within walking distance, there are plenty of opportunities for attendees to make a whole day of it here in Beverly Hills.

This year, Beverly Hills luxury auto dealership O'Gara Coach will return as the top sponsor showcasing some of their rarest and most historic vehicles. Additional sponsorships will be secured at various levels including other local brands in Beverly Hills.

**Street Closure Request:**

The 2022 Concours event will require the following street closures as detailed below:

Street Closure	Start Time	End Time
<b>Crescent Drive</b> (From S. Santa Monica Blvd. to N. Santa Monica Blvd.) for the Start of the Driving Tour**	Sunday, June 19 <sup>th</sup> 7:00AM	Sunday, June 19 <sup>th</sup> 11:00AM
<b>Rodeo Drive</b> (From Wilshire Blvd. to S. Santa Monica Blvd.)	Saturday, June 18 <sup>th</sup> 9:00PM	Sunday, June 19 <sup>th</sup> 10:00PM
<b>Dayton Way</b> (From Rodeo Drive to the alleyways on either side)	Saturday, June 18 <sup>th</sup> 9:00PM	Sunday, June 19 <sup>th</sup> 10:00PM
<b>Brighton Way</b> (From Rodeo Drive to the alleyways on either side)	Saturday, June 18 <sup>th</sup> 9:00PM	Sunday, June 19 <sup>th</sup> 10:00PM

\*\*Note, the VIP/Sponsor Driving Tour may require a combination of rolling street closures and temporary hard street closures to accommodate the cars on the tour through the City. The exact configuration will be determined by event organizers in cooperation with the Beverly Hills Police Department to minimize traffic impacts and ensure a safe route.

**Funding Request:**

The 2022 Concours event funding will include a combination of sponsorship funds, exhibitor booth fees, City funding and fee waivers. A detailed budget incorporating both the tour and car show can be found in Attachment 1 to this report. In previous years, if sponsorship dollars were raised in excess of projection targets, any excess sponsorship funding was to be provided to the City to reduce the overall City contribution to the event costs. The Liaisons may require this as part of the 2022 event as well.

**Fee Waivers**

In 2019, the street closure fee was waived for the street closures on Rodeo Drive, Dayton Way, and Brighton Way. For 2022, the street closure fee is again requested to be waived for Rodeo Drive, Dayton Way, and Brighton Way as well as Crescent Drive and any associated rolling street closures needed for the Driving Tour. Total fee waiver will be determined based on the selected route and method for closure in cooperation with the Beverly Hills Police Department.

**City Funding**

For the 2022 Concours d'Elegance, the requested City base funding allocation is \$199,150. Additionally, sponsorship dollars and exhibitor fee revenue in 2022 is projected to be \$195,000. This is a \$26,650 increase in base funding requested compared to 2019 and a \$25,440 increase in sponsorship dollars and exhibitor fee revenue compared to 2019. According to the event organizers, the increased base funding request is due to several factors including but not limited to the following:

- Additional restrooms to accommodate the increased crowd size after the 2019 challenges on restroom load
- Increased labor costs in all areas of the budget in 2022 vs. 2019
- Increased private security presence for 2022
- Increased insurance costs for 2022
- Increased rental costs for k-rails, traffic control equipment for 2022
- Adding the Tour component to the Car Show (Two event locations to manage/set-up)

For 2022, there are also three additional considerations that are listed in the budget as optional add-ons (see Attachment 1). These include video monitors, camera packages, LED video walls, and branded collateral all available to enhance the on-site experience for the guests, participants, public service announcement delivery, and sponsorship opportunities. With the increase in sponsorship dollars and exhibit fees to be raised in 2022, organizers are looking at enhancements for the day-of experience as a way to provide additional branded and messaging opportunities. The Liaisons may opt to add one or none of the additional consideration items.

#### *Street Pole Banners*

For the 2021 Tour d'Elegance, street pole banner installation was expanded beyond just Rodeo Drive to include Rodeo Drive, N. Canon Drive, N. Beverly Drive, and the area of Crescent Drive in front of City Hall. For 2022, the organizers are requesting the City cover the cost for installation and fabrication of the street pole banners as part of this extended street pole banner campaign including Rodeo Drive, N. Canon Drive, N. Beverly Drive, and the area of Crescent Drive. That cost is estimated at roughly \$13,500 and can be paid for through an existing contract with AAA Banner & Flag with funding identified in the Policy and Management Marketing Budget. It should be noted the banner designs are still being developed for this program and will be shared once available.

#### *Local Newspaper Ads*

As with previous events, the City will also cover the cost of ads in local newspapers reminding residents about the upcoming street closure impacts. This cost is estimated at \$6,440 with funding available in the Policy and Management Communications Budget.

### **FISCAL IMPACT**

In 2018 the base funding allocation from the City was \$171,200 and in 2019 it was \$172,500. For the 2022 Concours event, organizers are requesting \$199,150 from the City in base funding. Funding for this request is available in the City Council approved Fiscal Year 2021-22 (FY 21-22) Policy & Management Department Tourism and Marketing budget (00101311). An additional \$195,000 is proposed to be raised in sponsorships and/or exhibitor booth fees for the event by the organizers.

Staff is proposing to utilize funds from the City Council approved FY 21-22 Policy & Management Communications budget (48008302) and Marketing budget (48008303) for the costs associated with street closure notification ads in the local newspapers as well as the costs for street pole banner fabrication and installation across multiple streets.

Finally, staff is requesting the City Council waive the street closure fees associated with Concours as an in kind contribution as was done in 2019.

	<b>2022</b>	<b>Budget Org Code</b>
<b>Total Estimated Budget</b>	<b>\$394,150</b>	
Sponsorship Funding	(\$170,000)	
Exhibitor Fees	(\$25,00)	
<b>Total from Sponsors/Exhibitors</b>	<b>(\$195,000)</b>	
<b>City Funding Request from the Tourism and Marketing Budget</b>	<b>\$199,150</b>	Tourism & Marketing – 00101311
<b>City Fee Waivers</b>		
City Street Closure Fee Waiver Request	TBD	TBD
<b>City Paid Costs for Advertising from the Communications and Marketing Budgets</b>		
Street Pole Banner Fabrication/Installation	\$13,500	Marketing – 48008303
City Funded Ads in Local Newspapers	\$6,440	Communications – 48008302

### **RECOMMENDATION**

Staff requests the City Council Liaisons review the information, provide feedback and consider the associated funding and street closure requests. Based on Liaison feedback, this item will be taken to the full City Council for approval on Tuesday, April 12, 2022.



**Rodeo Drive Concours d'Elegance**  
Beverly Hills Father's Day Car Show  
Sunday, June 19, 2022



# 27 YEARS OF EVENT HISTORY



## *The Rodeo Drive Concours d'Elegance*

*Father's Day Car Show* has a long and rich history in the city of Beverly Hills. The annual Father's Day car show has been a staple for dads and their families since its creation in 1993. Founded by Bruce Meyer, the event annually draws 46,000 spectators in person and the eyes of the world online, on television and in print.

The Rodeo Drive Concours d'Elegance has always been about charity, enjoying support from automotive institutions such as the Petersen Automotive Museum and the Checkered Flag 200, while giving back to community organizations like the Beverly Hills Police Officers Association and Beverly Hills Firefighters Association. The luxurious setting of the show, in combination with its charitable impact, makes the Rodeo Drive Concours d'Elegance one of the most respected and publicized automotive events in the world.

# Event Overview and Details



# THE 2022 RODEO DRIVE CONCOURS D'ELEGANCE

*The Rodeo Drive Concours d'Elegance* in Beverly Hills, an annual Father's Day tradition over the past 27 years, will return in its glory to Beverly Hills on Sunday, June 19, 2022, after a two-year pause, with an all-new exciting format. In keeping with the tradition of the Concours event, select cars will be positioned on Rodeo Drive for all to view.

After the tremendous success of the 2021 Tour d'Elegance, new this year will be a similar driving tour element where invited automotive enthusiasts will drive a planned route around the beautiful streets of Beverly Hills. The Tour will conclude on Rodeo Drive, where the drivers and vehicles will join the Concours event, giving spectators the rare opportunity to see these cars not only in motion on public roads, but also appreciate them up close.

Together, the Tour and Concours will create a new and inclusive event, the 2022 Rodeo Drive Concours d'Elegance Beverly Hills Father's Day Car Show.

The 2022 Diamond-level sponsor will be O'Gara Coach Beverly Hills, one of the largest luxury car dealerships in the country. A hand-picked selection of their best examples from the past and present will participate in the car tour and take over the 200 block of Rodeo Drive on Father's Day.

# 2022 PROPOSED EVENT DETAILS:

FATHER'S DAY  
SUNDAY, JUNE 19, 2022



- Begin the Tour and staging of cars in front of City Hall on Crescent Drive.
- The use of The Wallis parking lot and Crescent Drive gives a great kick-off to the Tour and spreads things out for early viewing.
- Opening remarks by the Mayor, with City Hall as the photo backdrop.
- Car rally drives around the streets of Beverly Hills, similar to last year's route and concluding on Rodeo Drive.
- Rodeo Drive will be a combination of traditional concours "staged cars" in place, then joined by additional vehicles from the Tour for the Rodeo Drive Concours d'Elegance.
- Event organizers will work with Chamber of Commerce and CVB to make BH eateries the focus for people to eat and drink.
- Exploring the option to potentially provide smaller pop-ups serving water, ice cream etc.

# Tour Driving Map

## 2022 TOUR ROUTE

The tour through Beverly Hills will commence with City Hall as the backdrop. Led by the prestigious Beverly Hills police department and joined by a curated selection of cars, the tour will follow the proposed route (subject to change). After crowds watch the cars along the route, the cars will make their way to Rodeo Drive for a concours-style display. There, spectators can enjoy an up-close look at some of the world's finest machines, while taking in all Rodeo Drive and Beverly Hills has to offer.



# Banner Design Proposal

# Under Development (TBD)

# Press and Media

# 2021 NUMBERS



**34**

Total articles in  
May/June 2021



**9.4 BILLION**

Total media  
impressions



**\$26.3 MILLION**

Total ad  
equivalency



**24**

Individual TV  
broadcast segments

# 2021 MEDIA COVERAGE

Each year, dozens of automotive and mainstream media outlets cover the event in the lead-up, day-of and afterward. The one-day show benefits from several months of coverage online, in print, and on television – increasing exposure for your brand beyond just the day of the event. In 2021, major Los Angeles-area television stations shared **on-air coverage in 24 standalone news segments** with their viewers. In addition to traditional media, the event also draws plenty of social media influencers, both automotive and otherwise. On Father's Day in Los Angeles, all eyes are on Rodeo Drive.



## Beverly Hills Tour d'Elegance Was 90210MG!

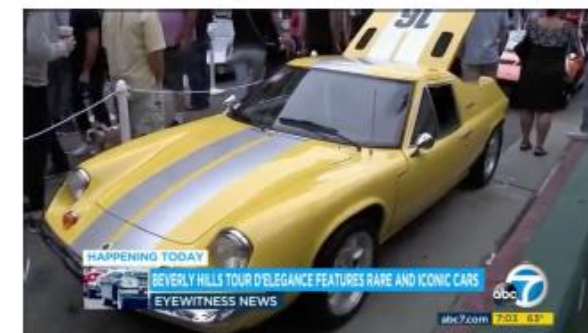
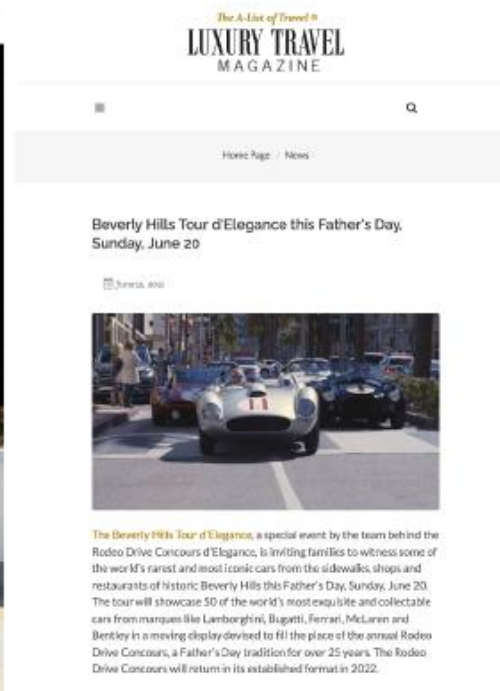
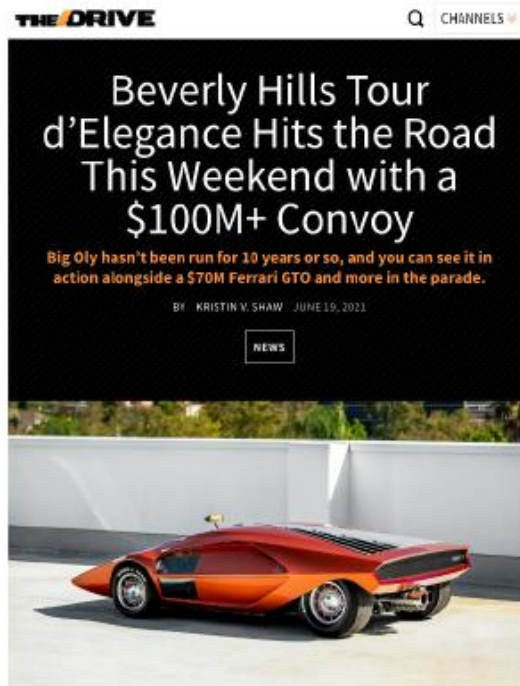
The coolest cars of the 90210 celebrate dad's day on the road

BY MARK VAUGHN JUN 21, 2021



CLICK FOR GALLERY

- When Covid cancelled the Concours on Rodeo, they held a Tour instead.
- Celebrities and cool cars cruised the streets of 90210.
- The Tour wended its way from the Petersen Automotive Museum to Beverly Hills.



Provided by event partner Kahn Media

# City Partnerships

- CVB will promote the event on their social media channels: Instagram, Facebook, Twitter, Pinterest
- CVB will create an event page that social media posts will link to. This was last year's - <https://lovebeverlyhills.com/events/view/2021-tour-d-elegance>
- CVB will also create a Concours d'Elegance "slider" on their website home page (these are images that change on the homepage) which will link to the event page.
- CVB will feature the event in their May & June E-newsletters for Visitors, Partners, Trade and Media (with a distribution size of 38,000 email subscribers).
- CVB will do a "round up" for where to eat that day on Father's Day and reach out to partner hotels to see if they have anything special going on, and then create an article on the CVB website and promote on CVB channels, about a week to 10 days out. Will include various price points and options.
- CVB will reach out to 208 Rodeo, Gucci Osteria, The Blvd, the Hideaway that are all on Rodeo Drive to confirm hours and any dining reservation options for that day/weekend
- The CVB Far From Ordinary spring campaign will be in full force then and will be promoting those hotel packages on the CVB microsite + the media buy that goes with them encouraging folks to come and stay in BH.
- A postcard will be distributed to the hotel concierges as designed by the JBB team





CHAMBER  
— of —  
COMMERCE

- Chamber will promote the event on their social media channels: Instagram, Facebook, Twitter
- Chamber will promote the event on NowBeverlyHills channels: Instagram, Facebook
- Chamber will feature the event in June eNewsletters for members and nonmembers (with a distribution size of 10,000 email subscribers).
- Chamber will feature the event in June eNewsletter for NowBeverlyHills (with a distribution size of 4,000 email subscribers).
- Chamber will do a "round up" for where to eat that day on Father's Day and reach out to Chamber members to see if they have anything special going on, and then create an article in the NowBeverlyHills newsletter and promote on NowBeverlyHills channels, about a week to 10 days out. Will include various price points and options.
- Chamber will mention the event during upcoming Walk the Neighborhood meetings with businesses, so they are aware

# Estimated Budget

## ESTIMATED BUDGET – COMBINED EVENTS

2022 Rodeo Drive Concours d'Elegance - Beverly Hills Father's Day Car Show	
	Budget Estimate
K-Rails, Traffic Control Plan and Infrastructure Design Fees	\$38,940.00
Directional Signage and Printed Materials	\$6,660.00
Event Rentals, Staging, Press Walls, Portable Restrooms and Furnishings	\$53,418.00
Audio, Technical Production, Equipment & Labor	\$66,595.00
Insurance, City Permits, City Labor and Additional Costs	\$74,759.00
3rd Party Security Agency	\$12,600.00
Production Management & Miscellaneous Equipment Needs	\$64,440.00
Marketing, PR & Graphic Design	\$46,200.00
Event Staffing & Cleaning Crew	\$30,538.00
<b>TOTAL ESTIMATED BUDGET</b>	<b>\$394,150.00</b>
Sponsorships (Pending)	<\$170,000>
Exhibitor Fees (Pending)	<\$25,000>
<b>City of Beverly Hills - Requested Contribution</b>	<b>\$199,150.00</b>
<b><i>Additional Considerations (not currently in above budget)</i></b>	
<b><i>Option A</i></b>	
Video Monitors, Camera Package, Switching Equipment, Set Up & Coordination	\$29,820.00
<b><i>Option B</i></b>	
LED Video Wall, Rigging/Structure, Processing, Content Creation & Cameras	\$37,255.00
<b><i>Option C</i></b>	
Branded Collateral w/Logo (Polo Shirts, Tote Bags, & Exhibitor Gifts)	\$9,840.00

BE AMAZING!