



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 N. Rexford Drive  
Municipal Gallery  
Beverly Hills, CA 90210

**IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING**

Beverly Hills Liaison 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, January 12, 2023  
3:30 PM

***Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.***


*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) Resolution of the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

Recent legislation was adopted allowing the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

- 3) Request from Los Angeles Marathon for Special Event Street Closures over the next 3 years (2023 – 2025)
- 4) Future Agenda Items
- 5) Adjournment

  
Huma Ahmed  
City Clerk

Posted: January 6, 2023

**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 twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.



## STAFF REPORT

**Meeting Date:** January 12, 2023

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

**From:** Laura Biery, Marketing and Economic Sustainability Manager

**Subject:** A RESOLUTION OF THE CITY COUNCIL LIAISON / RODEO DRIVE/SPECIAL EVENTS/HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

**Attachments:** 1. Proposed resolution

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### **RECOMMENDATION**

Staff and the City Attorney's office recommend that the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

### **FISCAL IMPACT**

The proposed resolution allowing the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee greater flexibility to conduct teleconference meetings

is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee has been conducting such teleconference meetings for over a year.

## **INTRODUCTION**

AB 361 allows the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

## **BACKGROUND**

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act's standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

## **DISCUSSION**

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee's members to meet in person. Alternatively, for the second finding, the City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to

Meeting Date: January 12, 2023

COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness or death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Laura Biery  
Secretary of the  
City Council Liaison / Rodeo Drive/Special  
Events/Holiday Program Committee  

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Approved By

RESOLUTION NO. CCL-SEC-07

RESOLUTION OF THE CITY COUNCIL LIAISON /RODEO DRIVE/SPECIAL EVENTS / HOLIDAY PROGRAM COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the Rodeo Drive/Special Events / Holiday Program Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the Rodeo Drive/Special Events / Holiday Program Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the Rodeo Drive/Special Events / Holiday Program Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.
2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the

emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are immunocompromised or unvaccinated to be able to safely continue to fully participate in public

meetings and the challenge of achieving compliance with safety requirements and recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the Rodeo Drive/Special Events / Holiday Program Committee intends to continue holding public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the Rodeo Drive/Special Events / Holiday Program Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated by reference.

Section 2. The Rodeo Drive/Special Events / Holiday Program Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The Rodeo Drive/Special Events / Holiday Program Committee shall continue to conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.



Section 5. The Rodeo Drive/Special Events / Holiday Program Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the Rodeo Drive/Special Events / Holiday Program Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the Rodeo Drive/Special Events / Holiday Program Committee of this City.

Adopted: January 12, 2023

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LILI BOSSE  
Presiding Councilmember of the Rodeo  
Drive/Special Events / Holiday Program  
Committee of the City of Beverly Hills,  
California



**CITY OF BEVERLY HILLS**  
**COMMUNITY DEVELOPMENT**

**MEMORANDUM**

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

**FROM:** Patty Betancourt, Special Event and Filming Coordinator

**DATE:** January 12, 2023

**SUBJECT:** Request from Los Angeles Marathon for Special Event Street Closures over the next 3 years (2023-2025)

**ATTACHMENTS:**

1. Proposal Letter from Los Angeles Marathon for 3 years
2. 2023 Los Angeles Marathon Course Map – Beverly Hills Segment
3. Marathon Timing Estimates
4. Letters of Support from the Beverly Hills Chamber of Commerce and the Beverly Hills Conference Visitors Bureau

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**INTRODUCTION**

This item is presented to the Beverly Hills City Council Rodeo Drive/ Special Events/ Holiday Program Committee Liaisons of Mayor Bosse and Councilmember Friedman (Liaisons) to consider approval of special event street closures for the 2023 Los Angeles Marathon (LA Marathon). Additionally, the LA Marathon organizers are requesting a commitment of support from the City of Beverly Hills for the 2024 and 2025 events conditioned upon date and route submissions to the City Council each of year for street closure approval.

The 38<sup>th</sup> annual Los Angeles Marathon “Stadium to the Stars” is scheduled for **Sunday, March 19, 2023**. The participants will have the opportunity to view some of the most iconic landmarks in the world as the 26.2 mile race route journeys through Downtown Los Angeles, Little Tokyo, West Hollywood, Beverly Hills and ends at Avenue of the Stars. This year’s route will continue to include Rodeo Drive in the City of Beverly Hills. The route will allow for participants to enjoy a colorful and interactive experience close to hotels, transportation and shopping and dining areas.

**DISCUSSION**

The City has once again received a request from race organizers, The McCourt Foundation (TMF), which is a non-profit 501(c)(3) on a mission to help find a cure for neurological diseases, to continue the inclusion of the City of Beverly Hills in the LA Marathon course. The LA Marathon has been reviewed yearly by the City Council Liaisons and taken to the full City Council for the past thirteen years. TMF is seeking another three-year commitment of support for the LA Marathon starting in March 2023 through March 2025.

The LA Marathon is scheduled to take place on Sunday, March 19, 2023, from 7am - 3pm. Race participants will be routed through the City of Beverly Hills past City Hall, down Rodeo Drive, and through the Historic Route 66 (North Santa Monica Blvd). Based on feedback and

reports from past marathons, the event is considered one of the most well-attended races in Southern California with over 25,000 participants. As in years past, City staff will work closely with LA Marathon organizers to limit impact on residents and businesses and ensure streets are opened no later than 1:00 pm in Beverly Hills on a rolling basis.

### **Route and Schedule**

The LA Marathon is requesting to take place on Sunday, March 19, 2023, with street closures in the City from 5:00 am - 1:00 pm. The street closures will be the same as in years past which include portions of Doheny Drive, Burton Way, South Santa Monica Boulevard, Rodeo Drive, Wilshire Boulevard, and North Santa Monica Boulevard.

While the finish line itself is in Century City, traffic detours on South Santa Monica Boulevard at Moreno Drive and North Santa Monica Blvd at the western border of the City will impact the City. When streets reopen at 1:00pm, additional traffic control resources, including Police Officers and Public Works personnel will be deployed to assist with impacted intersections. They will assist in managing the detour until the roads are allowed to fully open in our neighboring cities at approximately 6:00pm. City traffic control resources may be necessary until 6:00 pm at the west border of the City to help with traffic control. No roads are closed in Beverly Hills after 1:00pm, including South Santa Monica Blvd. All residences and businesses will be accessible during closures. This final timing schedule (Attachment 3) and logistics will be confirmed in mid-February 2023 by LA Marathon organizers in conjunction with City staff including Police and Public Works.

In Addition, the Marathon organizers estimate that there will be approximately 1,500 “Students Run LA” participants. These students begin training in August and will celebrate their successful completion at Beverly Hills High School immediately after finishing the race.

### **Notification, Marketing, and Partner Support**

The route for March 19, 2023 is exactly the same as it was in 2022. Widespread notification will be provided throughout the Beverly Hills community, which will include information for residents, businesses, churches and temples along the race route. Notifications are a team effort between the McCourt Foundation and the City, which include newspaper ads, BHPDAlert, Nixle, written notices delivered to residents, schools, and businesses, as well as other Citywide announcements.

The Beverly Hills Chamber of Commerce (BHCC) and the Beverly Hills Conference and Visitors Bureau (CVB) have indicated support (Attachment 4) for the event. Businesses have requested that streets should be open by 1:00 p.m. to limit impact on businesses for the day.

The LA Marathon will continue to promote Rodeo Drive as a prominent course segment in the organization's marketing and publicity initiatives. Rodeo Drive is highlighted as a Landmark on the 2023 Course Map (Attachment 5 #20). In previous years, the LA Marathon's website and marketing materials has featured Beverly Hills (sites to visit such as Rodeo Drive) including links to the City of Beverly Hills and Beverly Hills Conference & Visitors Bureau(CVB) websites.

Extensive broadcast coverage of the LA Marathon will be provided through local Channel 5 KTLA, as well as KTLA +, Apple TV, Roku, and Firestick streaming services. International streaming services include KTLA.com International, and YouTubeTV.

Operating under a nonprofit 501(c)(3), TMF would receive, according to the City’s Schedule of Fees, a non-profit rate on the street closures for the event, as it benefits local health-related causes and programs through-out the Greater Los Angeles Area, including the Concern Foundation that funds cancer research. TMF will file with the City’s Charitable Solicitations Commission.

In August 2017, as a condition of approval, the Council advised race organizers to coordinate with both the Metro Purple Line Extension (PLE) and the now completed North Santa Monica Boulevard reconstruction projects. Staff from the City, Metro, and the LA Marathon have reviewed the course, and will continue to monitor any new developments. There are no issues anticipated with the current course through the City, as it is the same route from last year. City staff will continue to work closely with Project Managers for Metro and any other construction related projects within the City of Beverly Hills. It should be noted, that Metro staff has regularly attended Los Angeles Marathon hosted meetings.

The LA Marathon is committed to taking all necessary steps to promote greater environmental approaches throughout the race course. Applying green initiatives that reduce waste, promote sustainable and responsible consumption to support local communities. All water stations will have large tanks that can refill water bottle or paper cups and reduce using single-use plastic water bottles. Compost, recycle and even Heatsheet bins will be labeled and available with the goal to divert as much waste as possible from the landfill.

It is important to note that Council approval for LA Marathon-related street closures has been granted for this event in three-year increments in the past without any major occurrences to report.

**FISCAL IMPACT**

All City permit fees and any other associated costs will be the responsibility of TMF. In addition, full cost recovery for personnel cost, equipment, signage, etc. will be compiled and collected at the conclusion of the LA Marathon. There are no waiver of fees; the LA Marathon will receive the non-profit rate for street closures. Additionally, the costs for noticing residents and businesses, as well as any and all equipment to close the street safely, including advanced message boards for traffic and residents, will continue to be at the expense of TMF.

Personnel hours may vary, however, the anticipated fees for the 2023 LA Marathon event are as follows:

<b>Fees to be paid by TMF:</b>	<b>Estimated Cost:</b>
Permits	\$3,808.00
Street Closure	\$3,740.00
Police Department Personnel	\$108,338.20
Fire Department Personnel	\$21,450.00
Public Works Department Personnel	\$33,010.50
Other Departments Personnel	\$2,891.00
Equipment, No Parking Signs, etc.	\$1,501.00
<b>Estimated Total</b>	<b>\$174,738.70</b>

The City's Risk Manager has also recommended General Liability Insurance in the amount of three million dollars (per occurrence) naming the City of Beverly Hills as an additional insured, as a requirement to be provided by the TMF.

**RECOMMENDATION**

City Council Liaison feedback and approval is requested regarding support of The McCourt Foundation Los Angeles Marathon on Sunday, March 19, 2023, on the "Stadium to the Stars" route with street closures as described above within Beverly Hills from 5:00am – 1:00pm. Additionally, the LA Marathon organizers are requesting a commitment of support for the LA Marathon on March 17, 2024 and March 16, 2025 conditioned upon route submissions to the City Council each of year for street closure approval. Based on Liaison feedback, City staff will bring the completed proposal to City Council at the January 24, 2023 Formal Meeting.

# **Attachment 1**



December 12, 2022

Mayor Bosse  
Councilmember Friedman  
Council Liaisons  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Councilmembers:

I hope this letter finds each of you well.

The 2022 Los Angeles Marathon was safely conducted, and the event production went off without any issues including operations at the new finish line on Avenue of the Stars. On behalf of all involved, thank-you for the City's continued support and enthusiasm for the Los Angeles Marathon. For 13 years now, we have developed and maintained an outstanding relationship with the team in Beverly Hills spearheaded for the last three years by Magdalena Davis. This relationship has been based on trust, hard work, problem solving, and commitment to the Beverly Hills Community and our participants. We would like to continue this outstanding track record of success in 2023 and beyond.

Please consider our **CITY SPECIAL EVENT REQUEST** as follows:

**1. Hosting Organization**

The McCourt Foundation, Inc.

**2. Type of Event**

38<sup>th</sup> Annual Los Angeles Marathon

The Marathon annually raises around \$4M to support mostly local causes. The Marathon annually donates \$900,000+ in goods and services to grade school and high school programs through our partnerships with LAUSD and Students Run LA. The McCourt Foundation is a 501(c) 3 nonprofit with the mission to empower communities to build a healthier world. The Marathon is platform that supports our mission by providing the community with a aspirational healthy lifestyle goal, supports our Nonprofit Partnership and Youth Health & Wellness programming and our support for research leading to cures for neurological diseases.

**3. Dates & Hours**

The 2023 Marathon date is March 19, 2023. We have every confidence that the race will be able to go on this date and we are not currently planning any contingency dates. It goes without saying that **the race will be held in full compliance of then applicable state and local health guidelines.** Race start time and timing of the race traversing Beverly Hills are exactly the same as the 2023 Marathon. No changes. We are also requesting permission to hold the marathon in 2024 and 2025 with the race dates being March 17, 2024 and March 16, 2025.

**4. Location**

The race course, including the section through Beverly Hills, is exactly the same as the 2022 Marathon. No changes.

**5. Budget**

With paid registration numbers trending similar to the 2022 event, we estimate:

Total revenues \$3.7M

Total expenses \$3.7M including the support of our charitable/nonprofit platforms and programs

**6. Letters of Support**

**7. Number of Attendees**

We are forecasting approximately 20,000 participants including Students Run LA.

**8. Demographics**



**9. Public Benefit**

The Marathon’s live local and national, and international edited programming, and digital platforms reach:

- 3.4 Billion media impressions
- 1,123,000 digital reach
- 24,000,000 broadcast reach

The 1.8 miles of Marathon course that passes through the City of Beverly Hills is a critically important part of the Marathon experience. The Beverly Hills course section, including Rodeo Drive, is iconic and an ideal local, national, and international spotlight for Beverly Hills’ signature style and renowned businesses. Rodeo Drive is routinely and overwhelmingly voted “Favorite Landmark” by participants over the entire 26.2-mile course, and one of the driving



factors many choose to participate in the Marathon. The Beverly Hills section is always a point of media focus for our directed media.

As the new Marathon finish line at Avenue of the Stars in Century City becomes known and established (and the race returns to normal participant numbers) the Finish Line in Century City will bring substantially more business to Beverly Hills hotels, restaurants, and retail due to proximity to the Finish Line and ancillary events.

To further support our City partners, we are working, and will continue to work with, the City and the Chamber of Commerce to highlight Beverly Hills businesses and attractions to our entire database and online social community. As proud members of the Chamber, we will continue to expand that relationship and provide opportunities to increase visibility of local businesses and offer a point of economic development.

**10. Notable Attendees**

Some of the world's best marathon runners and wheelchair racers. Celebrity runners are expected but to be announced.

**11. Ticketing**

The event is open to anyone 16 years of age or older on race date.

**12. Publicity**

PR for the event will be handled through an agency hired by The McCourt Foundation and supported through our relationships with KTLA, the Los Angeles Times, and other media outlets.

**13. Permits**

Special Event Permit Application will be submitted in December 2022

**14. Impact**

See attached for impact on the City.

**15. City Requests.**

Our requests of the City are similar to the 2022 Marathon planning. We are also requesting non-profit status for the use of Rodeo Drive.

Thank you for your tremendous support in making the 2022 Los Angeles Marathon a huge success. We look forward to meeting with you and the Beverly Hills team to further build on our partnership and its successful future!

Sincerely,



Murphy Reinschreiber  
Chief Operating Officer

Cc: Howard Sunkin

# **Attachment 2**



# LOS ANGELES MARATHON

PRESENTED BY **asics**

## COURSE MAP

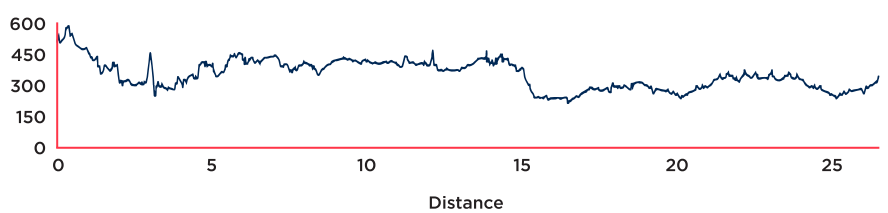
- Run Course
- Electrolit & Water Provided by LADWP
- Mile Mark
- Gu Gel
- Turn Around
- Keck Medicine of USC Medical Tent
- Finish Line
- Landmark



**LA DWP** Los Angeles Department of Water & Power

Water provided by LADWP through the use of water monster tanks to help us reduce plastic on course.

### ELEVATION



### LANDMARKS

- |                                   |                           |                              |
|-----------------------------------|---------------------------|------------------------------|
| 1 Dodger Stadium                  | 8 Echo Park Lake          | 15 Grauman's Chinese Theater |
| 2 Chinatown Dragon Gate           | 9 Barnsdall Park          | 16 Chateau Marmont           |
| 3 Olvera Street                   | 10 Pantages Theater       | 17 Whisky A Go Go            |
| 4 Los Angeles City Hall           | 11 Capitol Records Tower  | 18 The Troubador             |
| 5 Little Tokyo                    | 12 Hollywood & Vine       | 19 Beverly Hills City Hall   |
| 6 Cathedral of our Lady of Angels | 13 Hollywood Walk of Fame | 20 Rodeo Drive               |
| 7 Dorothy Chandler Pavilion       | 14 Musso & Frank Grill    | 21 Historic Route 66         |

# **Attachment 3**

# LA Marathon – 03/19/23 Timing Estimates

Distance	First Handcycle		First Wheelchair		First Male		First Female		50%		70%		Slow Runners LAST (7:30 Start for last runner)	
	RT	TOD	RT	TOD	RT	TOD	RT	TOD	RT	TOD	RT	TOD	RT	TOD
Start	0:00:00	6:42:00	0:00:00	6:30:00	0:00	6:55	0:00:00	6:45:00	0:00	7:00	0:00	7:00	0:00	7:30
Mile 1	0:03:00	6:45:00	0:03:35	6:33:35	0:05	7:00	0:05:30	6:50:30	0:10	7:10	0:11	7:11	0:15	7:45
Mile 2	0:06:00	6:48:00	0:07:10	6:37:10	0:10	7:05	0:11:00	6:56:00	0:20	7:20	0:22	7:22	0:30	8:00
Mile 3	0:09:00	6:51:00	0:10:45	6:40:45	0:15	7:10	0:16:30	7:01:30	0:30	7:30	0:33	7:33	0:45	8:15
Mile 4	0:12:00	6:54:00	0:14:20	6:44:20	0:20	7:15	0:22:00	7:07:00	0:40	7:40	0:44	7:44	1:00	8:30
Mile 5	0:15:00	6:57:00	0:17:55	6:47:55	0:25	7:20	0:27:30	7:12:30	0:50	7:50	0:55	7:55	1:15	8:45
Mile 6	0:18:00	7:00:00	0:21:30	6:51:30	0:30	7:25	0:33:00	7:18:00	1:00	8:00	1:06	9:06	1:30	9:00
Mile 7	0:21:00	7:03:00	0:25:05	6:55:05	0:35	7:30	0:38:30	7:23:30	1:10	8:10	1:17	8:17	1:45	9:15
Mile 8	0:24:00	7:06:00	0:28:40	6:58:40	0:40	7:35	0:44:00	7:29:00	1:20	8:20	1:28	8:28	2:00	9:30
Mile 9	0:27:00	7:09:00	0:32:15	7:02:15	0:45	7:40	0:49:30	7:34:30	1:30	8:30	1:39	8:39	2:15	9:45
Mile 10	0:30:00	7:12:00	0:35:50	7:05:50	0:50	7:45	0:55:00	7:40:00	1:40	8:40	1:50	8:50	2:30	10:00
Mile 11	0:33:00	7:15:00	0:39:25	7:09:25	0:55	7:50	1:00:30	7:45:30	1:50	8:50	2:01	9:01	2:45	10:15
Mile 12	0:36:00	7:18:00	0:43:00	7:13:00	1:00	7:55	1:06:00	7:51:00	2:00	9:00	2:12	9:12	3:00	10:30
Mile 13	0:39:00	7:21:00	0:46:35	7:16:35	1:05	8:00	1:11:30	7:56:30	2:10	9:10	2:23	9:23	3:15	10:45
Mile 14	0:42:00	7:24:00	0:50:10	7:20:10	1:10	8:05	1:17:00	8:02:00	2:20	9:20	2:34	9:34	3:30	11:00
Mile 15	0:45:00	7:27:00	0:53:45	7:23:45	1:15	8:10	1:22:30	8:07:30	2:30	9:30	2:45	9:45	3:45	11:15
Mile 16	0:48:00	7:30:00	0:57:20	7:27:20	1:20	8:15	1:28:00	8:13:00	2:40	9:40	2:56	9:56	4:00	11:30
Mile 17	0:51:00	7:33:00	1:00:55	7:30:55	1:25	8:20	1:33:30	8:18:30	2:50	9:50	3:07	10:07	4:15	11:45
Mile 18	0:54:00	7:36:00	1:04:30	7:34:30	1:30	8:25	1:39:00	8:24:00	3:00	10:00	3:18	10:18	4:30	12:00
Mile 19	0:57:00	7:39:00	1:08:05	7:38:05	1:35	8:30	1:44:30	8:29:30	3:10	10:10	3:29	10:29	4:45	12:15
Mile 20	1:00:00	7:42:00	1:11:40	7:41:40	1:40	8:35	1:50:00	8:35:00	3:20	10:20	3:40	10:40	5:00	12:30
Mile 21	1:03:00	7:45:00	1:15:15	7:45:15	1:45	8:40	1:55:30	8:40:30	3:30	10:30	3:51	10:51	5:15	12:45
Mile 22	1:06:00	7:48:00	1:18:50	7:48:50	1:50	8:45	2:01:00	8:46:00	3:40	10:40	4:02	11:02	5:30	1:00
Mile 23	1:09:00	7:51:00	1:22:25	7:52:25	1:55	8:50	2:06:30	8:51:30	3:50	10:50	4:13	11:13	5:45	13:15
Mile 24	1:12:00	7:54:00	1:26:00	7:56:00	2:00	8:55	2:12:00	8:57:00	4:00	11:00	4:24	11:24	6:00	13:30
Mile 25	1:15:00	7:57:00	1:29:35	7:59:35	2:05	9:00	2:17:30	9:02:30	4:10	11:10	4:35	11:35	6:15	13:45
Mile 26	1:18:00	8:00:00	1:33:10	8:03:10	2:10	9:05	2:23:00	9:08:00	4:20	11:20	4:46	11:46	6:30	14:09
Finish														
	3:00 Minute Pace		3:35 Minute Pace		5 Minute Pace		5:30 Minute Pace		10 Minute Pace		11 Minute Pace		15 Minute Pace	

# **Attachment 4**



January 6, 2023

Honorable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Bosse and Members of the City Council:

The Beverly Hills Chamber of Commerce writes to you in support of the Los Angeles Marathon in 2023 and including the proposed route through Beverly Hills.

The Los Angeles Marathon is an important community event that brings positive attention to Beverly Hills. The organizers of the Marathon have been good partners with the City and partner agencies, including the Chamber, and we look forward to a positive and mutually beneficial relationship in the coming year as well.

The Chamber encourages the Marathon to work to minimize disruption to traffic and businesses, especially in light of existing construction of the LA Metro D Line Subway, as well as to follow proper safety protocols for all participants and attendees. We are confident that the involved parties can work together to continue the Marathon's run of excellence.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Johnson". The signature is stylized with a long horizontal stroke extending to the right.

Todd Johnson  
President and CEO  
Beverly Hills Chamber of Commerce



January 4, 2023

Honorable Mayor and City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Honorable Mayor Bosse and Members of the City Council:

The Beverly Hills Conference and Visitors Bureau (BHCVB) is writing to express our support for the Los Angeles Marathon's return to Beverly Hills on March 19, 2023.

The Los Angeles Marathon is an important community event that brings positive attention to our City. The organizers of the Marathon have been good partners with the City and partner agencies.

BHCVB encourages the Marathon to work to minimize disruption to traffic and businesses, especially in light of existing construction impacts and street closures due to the construction of the subway. We are confident that the involved parties can work together to continue the Marathon's run of excellence.

Sincerely,

Julie Wagner, CDME  
Chief Executive Officer  
Beverly Hills Conference & Visitors Bureau

cc: BHCVB Board of Directors