



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  
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting  
<https://www.gotomeet.me/BHLiaison>

No password needed

You can also dial in by phone:

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Access Code: 660-810-077

Wednesday, January 27, 2021  
6:00 PM

*Pursuant to Executive Order N-25-20, members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. 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).*

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. Major Sporting Events in the Los Angeles Region
3. Adjournment

Huma Ahmed  
City Clerk

Posted: January 21, 2021

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



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

**MEMORANDUM**

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

**FROM:** Gabriella Yap, Deputy City Manager  
Laura Biery, Marketing & Economic Sustainability Manager

**DATE:** January 27, 2021

**SUBJECT:** Major Sporting Events in Los Angeles Region

**ATTACHMENTS:** Timeline of Sporting Events in LA Region

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**INTRODUCTION**

This item is to discuss the major sporting events scheduled to take place in the Los Angeles Region in the upcoming years and partnering with the Beverly Hills Conference and Visitors Bureau (CVB), Beverly Hills Chamber of Commerce (Chamber), and the Rodeo Drive Committee (RDC) to create events within the city to encourage economic activity.

**DISCUSSION**

The Los Angeles Sports and Entertainment Commission (LASEC) has secured a significant number of national and international professional sporting events for the Los Angeles region this decade as listed in the table below.

<b>YEAR</b>	<b>EVENT</b>	<b>LOCATION</b>
2021	Major League Soccer (MLS) All Star Game	Banc of CA Stadium
2022 (February)	National Football League (NFL) SuperBowl LVI	SoFi Stadium
2022 (July)	Major League Baseball (MLB) All Star Game	Dodger Stadium
2023 (January)	College Football Playoff	SoFi Stadium
2023	123 <sup>rd</sup> US Golf Open	LA Country Club
2024	National College Athletics Association (NCAA) Division I Men's Basketball West Region Championships	Staples Center
2026	FIFA World Cup	Rose Bowl
2028 (Summer)	Olympics and Paralympics	Throughout LA Region

The LASEC has established a single host committee to chair and manage the next decade of events. This enables them to be more efficient in the planning rather than new staff being assigned to coordinate each event. The parties and celebrations leading up to the sporting events are planned years in advance. For instance, the celebrations leading up to the Super Bowl have already been planned throughout the City of Los Angeles. If the City and its partners wanted to collaborate with the LASEC on future events, the time is now. There is the potential for cross-promotion and collaborations between our hotels and retail brands with these events, particularly with events like the US Golf Open in 2023 which will be taking place at the nearby LA Country Club.

At the November CVB Board meeting, the Board expressed its interest in using these activities as a springboard for economic recovery. The CVB organized a meeting with the Chamber, RDC, and City staff on January 7, 2021, to discuss the upcoming sporting events and the possibility of capitalizing on them to increase tourism, ultimately increasing hotel stays, retail sales, and dining throughout the City. These events appear to be consistent with the City's brand and help the City remain relevant as a national and international destination, and could become a piece of the City's economic recovery. The CVB and hotels would also create hotel packages and experiences to entice travelers.

With the Super Bowl scheduled for February 2022 at SoFi Stadium in Inglewood, it appears likely this will be the first national sporting event that will allow public audiences, and there is interest from the CVB, Chamber, and RDC in doing a "kickoff" event. Many of the sporting events, like the NFL, have strong trademarks that would require paying significant sums for use of their brand, so events in the City may be shadow events without having to obtain specific licenses. There may be the possibility of creating events affiliated with charities associated with the sport, such as the NFL Foundation, to create a nexus to the sport without necessarily paying for their trademark.

There was significant interest from the group in planning for future years' events, ensuring to not overlap with other LASEC events. A major consideration was regarding whether the group should focus on creating crossover events around each sporting event, creating a legacy annual event, or creating both sport specific and legacy annual events. The meeting was a brainstorming session with no definitive plans yet. Some ideas brought up were:

- Luxury tailgate party with local renowned chefs
- Tying in other high-profile events (e.g. the Grammys)
- Food and beverage event (e.g. Taste of event)
- Arts and culture (e.g. Exhibits, Popups in vacant spaces)
- Events with retired athletes
- Sponsorships and funding (e.g. designer brands, luxury cars)
- Silent disco
- VIP event at the Wallis
- Putt Off in the Gardens
- Adding a charitable component to the event

Staff wanted to bring the discussion to the liaisons' attention and is seeking direction regarding the City's participation in terms of planning, activities, and sponsorship.

On a separate note, the LASEC is working with the NFL to promote the Super Bowl with banners throughout the region, and has scheduled events at various locations. LASEC staff contacted the City of Beverly Hills to inquire about the process for approval because many of the owners will likely be staying in the City's hotels and hosting private events. Staff discussed the process with them and LASEC will be returning with a request and concept for the City Council's consideration and approval.

### **FISCAL IMPACT**

There is no direct fiscal impact with this item. However, there may be requests for in-kind services such as parking, transportation, or use of facilities. The partners will be seeking sponsors for the events and some activities may be funded as part of the CVB, Chamber, and/or RDC's work plans.

### **RECOMMENDATION**

Discuss major sporting events happening in the LA region in the next few years and provide guidance to staff on level of support.

# Major Sporting Events Timeline

*Los Angeles Region*



**MLS All-Star Game  
(Banc of CA Stadium)**



**MLB All-Star Game  
(Dodger Stadium)**



**USGA US Open  
(LA Country Club)**



**FIFA World Cup (Rose Bowl)**

2021

2022

2023

2024

2026

2028

**Superbowl LVI  
(SoFi Stadium)**



**College Football  
Playoffs (SoFi  
Stadium)**



**NCAA Division I Men's  
Basketball  
(Staples Center)**



**Summer Olympics  
(various venues)**

