



**Beverly Hills City Council Liaison / Chamber of Commerce 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**

**Thursday, April 18, 2019  
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) Proposed Fiscal Year 2019-2020 Beverly Hills Chamber of Commerce Work Plan
  
- 3) Adjournment

A handwritten signature in black ink, appearing to read "Lourdes Sy-Rodriguez".

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**Lourdes Sy-Rodriguez, Assistant City Clerk**

**Posted: April 11, 2019**

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE  
LIBRARY AND CITY CLERK'S OFFICE.***



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

# **Item 2**



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

**MEMORANDUM**

**TO:** City Council Chamber of Commerce Liaison Committee

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

**DATE:** April 18, 2019

**SUBJECT:** Proposed Fiscal Year 2019-2020 Beverly Hills Chamber of Commerce Work Plan

**ATTACHMENTS:** 1. Proposed Work Plan  
2. Proposed Budget Detail

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**INTRODUCTION**

Prior to the start of each fiscal year, the City Council Chamber of Commerce Liaison Committee, which currently includes Councilmember Bosse and Councilmember Wunderlich, meets to discuss the Chamber of Commerce work plan items for the upcoming fiscal year. The Council Liaisons make recommendations regarding the Chamber's work plan. Subsequently, the Chamber's work plan, along with any modifications, is presented to City Council at a Study Session Meeting. Work plan items for both the Conference and Visitors Bureau and the Rodeo Drive Committee, along with their corresponding committee's recommendations, are also discussed and approved by City Council at the same Study Session Meeting. The Fiscal Year 2019-2020 Study Session to discuss all three work plans is currently scheduled for May 21, 2019.

This report transmits the Chamber's Fiscal Year 2019-2020 work plan and requests the Liaisons review and provide direction on the plan for the May 21<sup>st</sup> consideration by the City Council. Attachment 1 to this report includes the Chamber's proposed work plan document, which has a detailed description of each work plan item and the corresponding requested funding.

Attachment 2 includes a detailed budget breakdown of each work plan item.

**DISCUSSION**

The City contracts with the Chamber of Commerce to provide a range of economic development programs that reflect City priorities and seek to retain existing businesses and attract new businesses to Beverly Hills. The Chamber's focus is on fostering business-to-business relationships in Beverly Hills and acts as a liaison between the City and the business community.

The Chamber's proposed Fiscal Year 2019-2020 Work Plan includes 14 continuing programs and one new initiative that reflects current and upcoming City Council priorities.

### Continuing Programming

Continuing programming focused on economic development includes:

- 1) Coordination of the annual **New York Business Attraction and Business Mission**;
- 2) Coordination of the 2<sup>nd</sup> Year of the **San Francisco Business Attraction and Business Mission**;
- 3) Setup and management of **business attraction and retention meetings** between 12 Beverly Hills business owners and the Mayor;
- 4) Organization and hosting of bi-annual **broker's roundtables**;
- 5) Development and maintenance of an **Economic Development Website Portal** that will include a series of economic development data tools to help existing and prospective businesses gather important statistical indicators that can inform business decision-making;
- 6) Organization of **LA Metro Subway Stakeholder Outreach Meetings**. These meetings provide a forum for businesses, partner agencies and the City to communicate ongoing information about subway construction and its impact to businesses;
- 7) Continue management of **Small Business Task Force** to gather feedback and recommendations on strategies to attract and retain small businesses in Beverly Hills;
- 8) Convene 3 forums for **La Cienega Landowner and Property Managers** that will focus on revitalization of Restaurant Row near Wilshire and La Cienega Boulevards and the future subway station;
- 9) Strategic **support for the Beverly Hills Destination Master Plan**. As the Beverly Hills Conference and Visitors Bureau's plan moves forward, the Chamber is listed as part of the Governance Committee for implementation of the plan;
- 10) Organization of the bi-annual **Get to Know Your City Program** where businesses meet with relevant City departments that are available to answer questions related to permitting, taxes, and City services;
- 11) Participation in the **Small Business Development Center Partnership** at El Camino College, which offers one-on-one business counseling and educational seminars;
- 12) Organization of the **My Beverly Hills** program, which includes monthly networking events at venues across the city and focuses on encouraging Beverly Hills residents to shop local and help businesses impacted by construction projects;
- 13) Outreach and support of **Summer BOLD**; and
- 14) Outreach and support of **Winter BOLD**.

### New Initiative

The Chamber has included one new initiative for the upcoming fiscal year compared to the prior year. This program reflects the City Council priorities as identified for Fiscal Year 2019-2020 including the request by Councilmember Bosse and Vice Mayor Friedman to enhance the City's efforts to promote the heart and soul of who the City is as a community.

- (1) Chamber collaborates with the City on creating a series of six **Business Success Videos** (working title is "Made in Beverly Hills"). These videos would be released bi-monthly and highlight businesses that began their story here in Beverly Hills and those who found success when they opened here as the first location. The audience for the videos are the business, residential, and tourist consumer. Each video would be no more than 2 minutes in length, produced by BHTV staff, and would be used on social media and in digital attraction campaigns for new businesses to the City. The Chamber will assist in business outreach and promotion of the finished videos.

**FISCAL IMPACT**

Along with the proposed Work Plan for the upcoming Fiscal Year 2019-2020, the Chamber requests \$347,505 to carry out 14 continuing programs and one new initiative. This is an overall funding request increase from last year’s total approved budget equal to \$4,890 or a 1.4% increase. This increase is largely due to the one new initiative of the Business Success videos. In order to keep costs consistent year over year, the Chamber found cost efficiencies in some of the 14 continuing programs which assisted in offsetting any of the continuing program line item increases year over year. The result is summarized in the table below. A detailed budget is included as Attachment 2 to this report.

<b>Work Plan Component</b>	<b>Approved 2018-2019</b>	<b>Proposed 2019-2020</b>
<u>Continuing Programs</u>		
New York Business Attraction and Retention Mission	\$109,010	\$109,600
San Francisco Business Attraction and Retention Mission	38,425	39,830
Management of Mayoral Business Retention Meetings	15,745	15,800
Broker’s Roundtables	10,470	10,120
Beverly Hills Economic Development Portal	10,525	15,600
LA Metro Stakeholder Outreach Plan	14,005	14,350
Management of Small Business Task Force	17,430	17,410
La Cienega Landowner and Property Manager Forums	4,910	5,170
Destination Master Plan Strategic Support	4,450	2,150
Get To Know Your City Program	13,190	10,970
Small Business Development Center Partnership	20,760	20,840
My Beverly Hills	66,720	62,590
Outreach and Support of Summer BOLD	8,225	9,050
Outreach and Support of Holiday BOLD	8,750	9,050
Subtotal	\$342,615	\$342,530
<u>New Initiative</u>		
Beverly Hills Business Success Videos	N/A	4,975
Subtotal		\$4,975
<b>Grand Total</b>	<b>\$342,615</b>	<b>\$347,505</b>

Funding for the Chamber’s Work Plan has historically been included as part of the Policy and Management Department Business Development Program operating budget for business development services (001013313-734200). If City Council approves the Fiscal Year 2019-2020 operating budget as presented during this year’s proposed budget sessions, the Policy and Management Department budget will have \$407,500 available for this purpose, leaving approximately \$59,995 for other programs related to economic development planned throughout the year after the \$347,505 Chamber Work Plan budget is allocated.

## **RECOMMENDATION**

Staff recommends the City Council Liaisons review the Chamber's proposed Work Plan and associated funding request and propose modifications, if any.

The Chamber and City Staff will incorporate any proposed modifications or comments and present the Work Plan to City Council at the May 21, 2019, Study Session. Afterward, City Council will be presented with a Formal Session Consent Agenda Item recommending City Council approval of the Fiscal Year 2019-2020 agreement with the Chamber.

# **Attachment 1**



## 2019-20 Chamber of Commerce Work Plan with the City of Beverly Hills

- I. Beverly Hills Economic Development
  - A. New York Business Attraction and Retention Mission
  - B. San Francisco Business Attraction and Retention Mission
  - C. Management of Mayoral Business Retention Meetings
  - D. Broker's Roundtables
  - E. Beverly Hills Economic Development Portal
  - F. LA Metro Subway Stakeholder Outreach Meetings
  - G. Management of Small Business Task Force
  - H. La Cienega Landowner and Property Manager Forums
  - I. Destination Master Plan Strategic Support
  
- II. Beverly Hills Business Programming and Development
  - A. Get to Know Your City Program
  - B. Small Business Development Center Partnership
  - C. My Beverly Hills Program
  - D. Outreach and Support for Summer BOLD Programming
  - E. Outreach and Support for Holiday BOLD Programming
  
- III. New Initiatives
  - A. Beverly Hills Business Success Videos



Work Plan Component	Time Frame	FY: 2018-2019 Cost	FY: 2019-2020 Cost
IA. New York Business Attraction and Retention Mission (2019 Mission Dates: Oct. 28-Nov. 1)	Year-round scheduling and follow up	\$109,010	\$109,600
IB. San Francisco Business Attraction and Retention Mission	Spring	\$38,425	\$39,830
IC. Management of Mayoral Business Retention Meetings	Year-round	\$15,745	\$15,800
ID. Broker's Roundtables	December/June	\$10,470	\$10,120
IE. Beverly Hills Economic Development Portal	Year-round	\$10,525	\$15,600
IF. LA Metro Stakeholder Outreach Plan	Year-round	\$14,005	\$14,350
IG. Management of Small Business Task Force	Year-round	\$17,430	\$17,410
IH. La Cienega Landowner and Property Manager Forums	Year-round	\$4,910	\$5,170
II. Destination Master Plan Strategic Support	Year-round	\$4,450	\$2,150
IIA. Get to Know Your City Program	Year-round	\$13,190	\$10,970
IIB. Small Business Development Center Partnership	Year-round	\$20,760	\$20,840
IIC. My Beverly Hills	Year-round	\$66,720	\$62,590
IID. Outreach and Support of Summer BOLD Programming	Summer	\$8,225	\$9,050
IIE. Outreach and Support of Holiday BOLD Programming	Winter	\$8,750	\$9,050
IIIA. Beverly Hills Business Success Videos	Year-round	N/A	\$4,975
<b>TOTAL</b>		\$342,615	\$347,505

## I. Beverly Hills Economic Development

### A. New York City Business Attraction and Retention Mission

#### Overview

Outreach, preparation and travel to New York City for a 4 day trip to attract and retain businesses in Beverly Hills.

#### Objective

To attract prestigious national and international companies doing business in New York to expand business to Beverly Hills with a continued focus on innovative and dynamic restaurants and retail businesses that do not exist in Beverly Hills. To maintain and foster relationships with key existing businesses in Beverly Hills that are important to the City's economy.

#### Description of New York Mission and Results to Date

For many years, the City of Beverly Hills, Chamber of Commerce and Conference and Visitors Bureau have engaged in a New York Business Attraction and Retention Mission to (1) encourage businesses based in New York to expand to Beverly Hills; and (2) for existing businesses, maintain important relationships, discuss the continued value of a presence in Beverly Hills and engage in dialogue about recent developments and opportunities.

In 2018-2019, the Chamber scheduled a total of 24 business meetings over 3 days with a wide-cross section of businesses, including innovative restaurants and retailers. 18 of those meetings were for business attraction and 6 for business retention. The visits included a wide variety of new businesses, such as Bombay Shirt Company (custom made Indian shirts), Cremieux (French mid-high end clothing retailer), and Miznon (innovative Israeli cuisine). It also included meetings with key existing stakeholders such as LVMH and Ralph Lauren to discuss new initiatives at the City.

The visits proved successful, as many of the companies based in New York expressed a strong interest in expanding to Beverly Hills and the visit helped put the City more squarely in their plans. Several companies the delegation met with have already visited Beverly Hills to explore opportunities. For example, the company Taiyaki, which makes Asian themed ice cream and has a very devoted following in New York, visited Beverly Hills in late 2018 and took a look at commercial spaces on South Beverly Drive and South Santa Monica Blvd. The Chamber is now in follow up discussions about a potential move in late 2019. The owner of the Indian fast-casual group Inday visited Beverly Hills in January 2019 and the Chamber connected him with a broker for a tour of commercial spaces. The owner is very interested in conducting a follow up visit to further evaluate options later this year. The delegation was also impressed by Burger Joint, a fast casual operation inside a luxury hotel which has gained a huge following in New York, as well as Miznon, part of a chain of Israeli restaurants owned by Israeli celebrity chef Eyal Shani. The

Chamber has followed up with every company visited and is in continuing conversations with about half of them about potential expansion plans to Beverly Hills.

With regard to business retention meetings, the Chamber and City gathered important updates, nurtured key relationships and obtained important wins for the City. For example, the delegation met with the CEO of LVMH and discussed key initiatives, including the City's BOLD Initiative to promote nightlife and plans to renovate the seating and chairs along Rodeo Drive. During a meeting with key stakeholders at Chanel, the delegation discussed Chanel's plans to consolidate its two properties on Rodeo Drive into one larger store, a sign of their long-term commitment to the area.

The Chamber also continues to follow up on leads from past trips. For example, the Chamber is in continuing dialogue with Indikitch, a popular "fast-casual" Indian restaurant that the delegation met with back in 2017. The owners expressed an interest in visiting this summer to Beverly Hills.

The following are several examples of companies that have recently moved to Beverly Hills following visits by our delegation:

1. Berluti, a high end shoe store, was visited in New York in 2014 and 2015 and opened a store in Beverly Hills in 2017.
2. Famed chef Geoffrey Zakarian was visited in 2015 and opened the restaurant Georgie (it has since closed) in Beverly Hills in 2016.
3. La Colombe Coffee Roasters was visited in 2013 and opened a café on South Santa Monica Blvd. in Beverly Hills in 2017.
4. Laduree (macarons), was visited in 2011 and opened a location in Beverly Hills in 2016.
5. Vosges Chocolate was visited in 2006 and leased space on North Beverly Drive in 2011 (it has since closed).

#### Description of Planned 2019 New York Mission

For the 2019 New York trip, the Chamber proposes a 4 day trip (3 days of meetings, 1 day of travel) with a continued focus on business attraction meetings. The Chamber plans to continue to put an emphasis on meetings with unique restaurants as the Chamber believes this has the potential to make the biggest impact on the City. The Chamber would also be open to exploring meetings with innovative commercial professional services businesses. The Chamber also plans to organize several business retention meetings with key businesses based in Beverly Hills as it did last year.

The Chamber proposes to have about 70 percent of the meetings be focused on attraction and about 30 percent on retention. The Chamber will work with the City to look at businesses that can help support the Council's priorities in 2019-2020.

This year, suitable dates for the New York Mission include October 28 – November 1, 2019. Monday, October 28 will be a travel day with all meetings held on October 29, October 30 and October 31. The group will then travel home on Friday, November 1. The trip will continue to be dedicated to one-on-one meetings with the focus on attraction of new business candidates to Beverly Hills. The team will divide into 2 tracks of about 3 people each (a Chamber staff member, a City Councilmember/Mayor and a City staff member) for the meetings.

The Chamber will research key businesses to approach for attraction meetings in New York and assess which existing businesses in Beverly Hills would most benefit from a visit. As in prior years, the Chamber will arrange and coordinate travel logistics and meeting set up. The Chamber believes it is worthwhile as a new element to explore any incentives that could be provided to New York businesses to entice them to come to Beverly Hills.

### Metrics

Last year, the New York delegation met with 24 businesses during the course of the 4 day trip. This year, the Chamber will plan to set up between 21 and 25 meetings over the course of 3 days.

The Chamber's goal will be to have at least one business open a location in Beverly Hills in 2020 and to position the City for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2020-2023).

### Conclusion

The total cost for this item is \$109,600. A cost breakdown is available in Attachment A.

## **B. San Francisco Business Attraction and Retention Mission**

### Overview

Outreach, preparation and travel to San Francisco for a 1 1/2 day trip to attract select businesses to Beverly Hills.

### Objective

To attract prestigious national and international companies doing business in San Francisco to open business in Beverly Hills with a continued focus on innovative and dynamic businesses that do not exist in Beverly Hills.

### Rationale for the Trip

The City of San Francisco and the surrounding Bay Area is a center of innovation and exciting new trends, products and concepts. It is also an entry point for many businesses from the Pacific

Rim and from Latin America in particular. The Chamber views a trip to San Francisco as an opportunity to expand the City's business attraction efforts and increase the City's visibility to key businesses thinking of expanding to Southern California.

For example, the Michelin Guide, an authoritative guide to restaurants, awarded stars to 57 restaurants in northern California in its latest edition, the most in the United States. Michael Ellis, international director of the Michelin Guide, stated in 2016 that "We just see the San Francisco Bay area continuing to become an even more exciting dining destination." He added that "You have a lot of chefs using fantastic local ingredients and using cooking techniques from all over the world, especially Asian influences." The City also has a wide ranging and diverse retail scene, from high end shopping in Pacific Heights to trend setting stores throughout the City.

San Francisco is also a home of innovative technology and other companies such as Apple, Facebook, Amazon and others. Such businesses might be interested in an office location as Google and AOL have done in Beverly Hills or a retail location for their business.

The Chamber's 2019 San Francisco trip is scheduled for May 2019. The Chamber will report on the results as soon as it is finished.

#### Description of Planned Spring 2020 San Francisco Mission

The Chamber proposes continuing the San Francisco trip for 2019-2020, including a 1 ½ day trip, with the delegation arriving the night before for a potential reception or joint meeting with the CVB and then proceeding on to a full day of business meetings (8-10) before returning home at the end of the day. The meetings would focus on innovative restaurants and retailers that would bring a new element to Beverly Hills as well as innovative companies looking for office space, particularly in the high end technology space. The Chamber will look for dates for a trip in Spring 2020 and will coordinate with the timing of the CVB trip to confirm an exact date.

The trip will be dedicated to one-on-one meetings with the focus on attraction of new business candidates to Beverly Hills. The team will divide into 2 tracks of about 3 people each (a Chamber staff member, a City Councilmember/Mayor and a City staff member) for the meetings. The Chamber will also explore the potential of 1-2 meetings with any corporate offices of existing businesses in Beverly Hills if appropriate. The Chamber could also explore the potential for meeting any dignitaries such as the Mayor of San Francisco.

The Chamber will research key businesses to approach for attraction meetings in San Francisco and the surrounding Bay Area. As in prior years, the Chamber will arrange and coordinate travel logistics and meeting set up.

## Metrics

The Chamber will plan to set up 8-10 meetings for the trip. The Chamber's goal will be to have at least one business to open a location in Beverly Hills by 2021 and to position the City for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2021-2025).

## Conclusion

The total cost for this item is \$39,830. A cost breakdown is available in Attachment C.

### **C. Management of Mayoral Business Retention Meetings**

#### Overview

The Chamber will set up and manage meetings between 12 Beverly Hills business owners of targeted sectors and the City of Beverly Hills.

#### Objective

To ensure the retention of important businesses within Beverly Hills and better understand what is going on in the business community.

#### Description

As in the past several years, the Chamber will organize meetings with 12 business owners of targeted business sectors with the Beverly Hills Mayor's office. These meetings will be attended by a City Councilmember, typically the Mayor, a member of the City Manager's office and a Chamber staff member as well as by executives of the business itself. The Chamber will develop a list of businesses to visit with input from the City. The goal of these meetings is for the Chamber and the City to better understand the concerns of the business community and their experiences in the City as well as to develop some action items to improve the quality of life and business in the City. These meetings will help the City and the Chamber develop programs to best support the needs of the business community.

The Chamber will develop a matrix of businesses to meet with over the next year focusing on businesses that represent a diverse cross section of industries, important and/or large businesses that provide a substantial benefit to the City, and new business to town. The Chamber will look into reserving standing times every month for these meetings to take place (i.e., the first Tuesday of every month in the morning).

In the past year, the meetings have uncovered important information. For example, one of the meetings included several high end retailers along Brighton Way. The group discussed ways to energize the street, including restoring the original façades of buildings, putting out fancy cars on the street to draw attention, and including some dining on the street. During a meeting with

Ferrari Beverly Hills, the President of Ferrari met for the first time with senior City officials and the group made Ferrari more aware of the coming Metro Subway construction which will impact their business as well as the opportunity to participate in a monthly LA Metro subway stakeholder group to discuss and provide feedback on construction impacts.

During a past meeting, a retailer on South Robertson discussed concerns over one-way signs in the alleys and the City and Chamber have since worked together to include replacement signage that makes it clearer for directional traffic.

The Chamber works in partnership with the City on action items resulting from these meetings. For example, in follow up to a request from a business owner on South Robertson Blvd. regarding signage concerns for one of the alleyways, City staff has now replaced the signage to provide more clear directions.

The planned program for 2019-2020 is as follows:

- Schedule 12 Business Retention meetings in coordination with the City.
- Produce and distribute a briefing sheet for City attendees before each meeting.
- Produce a quarterly report that summarizes each meeting and common themes that emerged.
- Follow up by Chamber on issues uncovered during the meetings, including programming, real estate and City business regulations.

### Testimonials

“I had the pleasure of meeting with Mayor Gold and his team to discuss the topic of Business Retention. I appreciate the time, attention, and genuine interest the City Officials took to care about the current state and future growth of businesses in our community. As an independent business owner, I am glad to work together with committed leadership of the City for the success and growth of ours and other businesses alike.”

Giacomo Mattioli, Chairman & CEO, Mattioli Automotive Group - Ferrari Beverly Hills

“I had the pleasure of representing my company Sixt rent a car at the business retention meeting with the Mayor. This was an incredible opportunity to not only meet the Mayor but City and Chamber staff. All attendees showed genuine interest and excitement in my company. I left the meeting knowing that the Chamber of Commerce and City of Beverly Hills are committed to the success of my business.”

Danielle Yount, Branch Manager, Sixt Rent a Car

“As a locally-owned business, the opportunity to meet with the City first hand and discuss opportunities for growth was amazing! It [was] very valuable in that we were able to learn more

about the City and working together. We appreciate the chance to consult with City leaders about direct and actionable ways to make our business thrive.”

Mae Badiyan, Director of Business Development, Spa on Rodeo

“It was a pleasure meeting with the City team. It’s a very valuable opportunity both for a local business to be able to forge that personal relationship with our mayoral office and the individuals leading the city, but also for a local business leader to hear firsthand the priorities and interests of that team. I found particularly valuable, our discussion of possible opportunities for collaboration across businesses and fields to support the safety and wellbeing of our community at large. Dr. Gold’s extensive experience in local health care also made for a very enlightening conversation on where Beverly Hills medicine has been and where it’s going. At the end of the day, just knowing that dialogue and partnership between the City and its businesses is a priority for Beverly Hills says volumes about how the City is run and the future ahead. Thank you for the opportunity.”

Michael R. Fiorentino, M.A., SPHR, Director of Operations, K and B Surgical Center

#### Metrics

All of the businesses the Mayor has met to date with have been retained as businesses in the City and the Chamber has obtained and been following up on important issues generated during the meetings.

#### Conclusion

The total cost for this item is \$15,800. A cost breakdown is available in Attachment B.

### **D. Broker’s Roundtables**

#### Overview

The Chamber will organize and host a bi-yearly roundtable between commercial real estate brokers as well as senior City officials to spur discussions and business deals for Beverly Hills properties.

#### Objective

To encourage dialogue between brokers about possible deals as well as to identify new developments with City officials. To leverage the knowledge of the brokers to support other City initiatives, such as the New York Business Attraction and Retention Mission.

#### Description



The Chamber will organize and host two Broker's Roundtable meetings in December 2019 and June 2020. The Roundtables provide an opportunity for the leading commercial brokers and senior officials from the City to gather and share information about new developments in the City as well as the state of the commercial real estate market.

Both the City and the broker community have shared that they find these meetings very informative – brokers are able to learn firsthand about new ordinances and developments that affect their business and city officials are able to learn about the comings and goings of important tenants.

Highlights of the past year include:

- The Broker's Roundtables averaged 15-20 brokers per meeting.
- A presentation and discussion occurred regarding the latest news regarding the LA Metro Purple Line Subway Extension and its potential impact on the commercial property market.
- The Community Development Department provided updates about important new and existing development in the community, including the property at 9900 Wilshire and the Beverly Hills Media Center project at 100 N. Crescent Drive.
- The Group discussed the increasing trend towards pop-up opportunities. Julie Wagner of the Conference and Visitor's Bureau discussed the success of a pop-up by Alexa Meade during the City's BOLD activities.
- The Group engaged in extensive discussions about commercial vacancies and both the brokers and the City learned important information. For example, Carine Mamann from Cushman Wakefield reported that the property at 449 North Rodeo was leased to the fashion company Billionaire and the company MCM was moving into a space at 414 North Rodeo Drive. The other brokers reported a flurry of commercial leasing and opportunities at the time (December 2018).
- The Group discussed the results of the New York Business Attraction and Retention Mission and brokers learned of companies looking for space in Beverly Hills and were provided a one-sheet with the most promising prospects.
- The second Broker's Roundtable is set for June 2019.

The Chamber will continue to organize the agenda of these meetings around current development topics among the broker community as well as the City Manager's office and Community Development Department. One area that the Chamber suggests focusing on in the coming year is the relatively high number of commercial retail vacancies and accompanying prices. The Chamber currently invites about 50 brokers to these meetings and continues to develop the invitation list.

### Testimonials

“The meeting was great as [it] always is! Lots of good info shared. Always good to have the special guests like you did on the subway and always good of course to have the City people there to give latest updates and answer questions.”

Neil Golub, Vice President, CBRE

“I highly recommend this group to anyone who is doing business in Beverly Hills and who wants to build the City up and achieve higher success in Beverly Hills.”

Eddie Ha, Sperry Commercial

“These meetings provide an excellent opportunity for City officials and real estate professionals to interact and share information and ideas while working together to [improve] the business environment.”

Phillip Klaparda, Dembo Realty

### Metrics

Obtain attendance of 20 + brokers to each meeting. Gather information about specific vacancies that can be used to attract companies from the New York Business Attraction and Retention Mission to Beverly Hills. Result in at least one commercial real estate deal being concluded as a result of the connections made in the meetings.

### Conclusion

The total cost for this item is \$10,120. A cost breakdown is available in Attachment B.

## **E. Beverly Hills Economic Development Portal**

### Overview

Maintain a dedicated economic development website portal for the City of Beverly Hills which will provide a series economic development data tools to help existing and prospective businesses gather critical business information.

### Objective

To provide a centralized and useful source of economic data for businesses in Beverly Hills or those considering doing business in Beverly Hills.

### Description

Calgary-based LocalIntel (<http://www.localintel.co/>) provides an online set of economic development tools and data to help municipalities promote their strengths, share market intelligence and support local business growth. The company, in partnership with local business and civic entities, gathers national, state and local economic data and creates an online site with a full range of economic development data.

LocalIntel has partnered with cities such as Seattle (<https://seattle.ecdev.org/>), Calgary (<https://calgary.ecdev.org/>), Indianapolis (<https://indychamber.ecdev.org/>) and New Orleans to provide these tools.

The Chamber and City have been working this year with LocalIntel to develop an economic development online portal for Beverly Hills as there is currently no centralized website or resource for such information. The portal will include a set of 9 economic data tools (out of 12 options – see an example from the City of Seattle at <https://seattle.ecdev.org/>). The data includes information about the number of businesses in the area, taxes and other permitting costs, industry trends, concentration of potential customers, local competition and other key tools necessary to understand the business environment and opportunities. LocalIntel gathers a combination of federal, state and local statistics it then combines to provide this information. The information on the site will be updated quarterly by LocalIntel and with information provided by the Chamber and City. The site will also include a “Why Beverly Hills” area highlighting the City’s appeal and strengths to businesses in the area or those that are considering moving here. The tools can be bundled into an existing website or a separate micro-site can be created.

The main benefit of this platform would be that the City, Chamber and business community would have a centralized and easily accessible resource for economic and business data that they can use to help their business or to encourage them to move here. The Chamber and City are currently working to set up the portal for this year and are looking to finish an initial site by the end of this fiscal year.

For 2019-2020, the Chamber proposes to continue partnering with LocalIntel to maintain the economic development website portal for the City of Beverly Hills. The work will involve reviewing and updating key Beverly Hills information and visuals. LocalIntel’s work will consist of maintaining an updated website including updating key local, state and federal data it pulls from various resources.

### Metrics

Maintain an online economic development data platform for the City of Beverly Hills to provide the Beverly Hills business community with a centralized, clear source of economic data for the area. Track website visits using Google Analytics and tools provided by the LocalIntel. Gather feedback from businesses as appropriate on use and content of website.

## Conclusion

The total cost for this item is \$15,600. A cost breakdown available in Attachment B.

### **F. LA Metro Subway Stakeholder Outreach Meetings**

#### Overview

The Chamber will continue to convene major stakeholders at a series of meetings to discuss the details of the construction of Section 2 of the Purple Line Subway extension, develop feedback on ways to minimize disruption to businesses and develop a mechanism for the City and businesses to work together to respond to specific concerns as they arise.

#### Objective

To provide a forum for businesses, partner agencies and the City to communicate ongoing information about details of the project and how it will impact businesses.

#### Description

The Purple Line Subway Extension involves construction of a several mile subway primarily along Wilshire Blvd. Section 2 of the project includes a subway stop at Wilshire and Reeves Drive in the heart of the City.

Because of the nature and location of the construction, there is significant concern about the impact to businesses. This is particularly crucial because the businesses that will be impacted are in the City's Golden Triangle, along Wilshire Blvd, and along South Beverly Drive, the heart of the City's commercial activity.

In 2018-2019, the Chamber began organizing and managing a series of stakeholder meetings (5 meetings to date). The Chamber's work has included (1) curating, maintaining and adding to a distribution list of stakeholders to be invited to meetings and to provide updates; (2) organizing the logistics of each meeting, including agenda items, food and presentations; (3) tracking attendance and providing a summary of each meeting; (4) working with the City on action items that come out of each meeting; (5) communicating with City staff about potential items for discussion at each meeting; (6) communicating with stakeholders about the status of the Memorandum of Agreement between LA Metro and the City of Beverly Hills and other important updates about the construction schedule; and (7) providing input on improved communications and other business mitigation efforts. There have been 6 stakeholder meetings to date. Additional stakeholder meetings will be occurring on a monthly basis for the remainder of 2018-2019.

One of the key outputs of these meetings was that business owners had an opportunity to express and work on solutions to concerns regarding noise, dust, vibration and other impacts

resulting from construction of the station at Wilshire and Reeves Drive. The result of this input was that the City, LA Metro and stakeholders worked with a consultant (DLA Piper) to provide increased, measurable protections for stakeholders on a variety of issues, including noise levels and maximum vibration levels. These issues were then incorporated into a revised and strengthened Memorandum of Agreement between LA Metro and the City of Beverly Hills. The Chamber believes this model of cooperation can be utilized going forward.

For 2019-2020, the Chamber proposes to continue managing a series of up to 12 stakeholder meetings, to be attended by key business stakeholders surrounding the construction, the City, the Chamber, Conference and Visitors Bureau, and Rodeo Drive Committee. The meetings will serve as a forum for the major stakeholders to communicate with each other, discuss key issues with construction timing and impact, and collaborate on any steps to further reduce the impact to the community. Key stakeholders to be invited to the meetings include the Beverly Wilshire Hotel, Montage Hotel, Hotel Sixty, Spago, AKA Beverly Hills, 2 Rodeo, banks and other offices directly on the alignment and landlords of buildings along or adjacent to the alignment. The Chamber will report back on findings and any recommendations from these meetings as well as work with the City to help implement any approved recommendations.

#### Metrics

Gather major stakeholders and with input from businesses, determine methods of mitigating the impact to businesses during construction. Act as a working group to identify areas of opportunities and challenges. Respond to inquiries and complaints received during meetings and develop a strategy for implementing solutions in partnership with the City and stakeholders.

#### Conclusion

The total cost of this item is \$14,530. Please see the attached cost breakdown in Attachment B.

### **G. Management of Small Business Task Force**

#### Overview

The Chamber will continue to manage the Small Business Task Force to gather feedback and recommendations about strategies to attract and retain small businesses in Beverly Hills. The Chamber will also prepare a report with findings and work with the City to identify and implement solutions.

#### Objective

To gather input from the Small Business Community about the challenges and opportunities of doing business in Beverly Hills and to develop strategies and solutions to attract and retain such businesses.

## Description

In July 2011, at the direction of the City Council, the City formed a Small Business Task Force whose mission was to evaluate what the City of Beverly Hills could do to retain and attract small business and continue to provide an overall favorable business environment. The Task Force developed a series of 21 recommendations which were then acted on and continued to meet up until March 2016.

In 2018, in partnership with the City, the Chamber helped to reconstitute the Task Force, including developing a list of members and target subject areas to discuss. The Task Force consists of approximately 15 small businesses throughout Beverly Hills. The Task Force has met 4 times to date and has included lively discussions on issues such as foot traffic, parking, increasing street life, signage, permitting and other important subjects.

The Task Force is currently in the stages of developing a set of recommendations that will be submitted to the City for further evaluation and action. In the meantime, the City and Chamber have worked to help address more immediate action items. For example, following discussion of these issues at Task Force meetings, the City has replaced a broken parking meter outside the store Massage Envy on Robertson Blvd. and has met with one of the Task Force members along South Santa Monica Blvd. to examine sidewalk conditions and potential repairs. The Chamber and City continue to partner together to examine both short term and long term action items.

The Chamber proposes to continue the work of managing task force for 2019-2020. This work will involve (1) maintaining a group of approximately 15 member Task Force members to provide input, relay ideas and concerns in the business community and develop recommendations; (2) managing the meeting of the Task Force at the Chamber of Commerce. The Chamber proposes conducting up to 10 meetings be scheduled for the Task Force, approximately 1 per month; (3) working with the task force to identify and recommend specific deliverables to support the small business community; (4) preparing a report to the City summarizing the key findings and recommendations of the Task Force; and (5) working in partnership with the City to identify proposed solutions and to implement such solutions as appropriate.

## Metrics

Manage task force, conduct up to 10 meetings to identify key recommendations to the City. Follow up on existing recommendations and work with the City to implement recommendations and solutions to issues that have been identified. Develop new recommendations on an ongoing basis.

## Conclusion

The total cost of this item is \$17,410. Please see the attached cost breakdown in Attachment B.

## H. La Cienega Landowner and Property Manager Forums

### Overview

With the development of the Purple Line Subway Extension in Beverly Hills, there will be an exciting opportunity for revitalization of “Restaurant Row” and adjacent area near Wilshire and La Cienega Blvd. The Chamber will build upon its efforts in the past fiscal years to explore ways to revitalize this area and plan for the area when the Purple Line Subway is complete.

### Objective

To provide a forum for landowners and property manager to engage in dialogue about and develop a business vision for the Wilshire and La Cienega area in advance of the opening of the Purple Line Subway.

### Description

The Los Angeles County Metropolitan Transportation Authority (LA Metro) is building a subway (the Purple Line Subway Extension), primarily under Wilshire Boulevard, that will run through Beverly Hills. One of the two stops for the subway will be at Wilshire and La Cienega Blvds., which is projected to open at the beginning of 2024, less than 5 years from now.

The area north of Wilshire Blvd. is famed as “Restaurant Row” and contains many of the City’s biggest and most signature restaurants such as Fogo De Chao and Lawry’s The Prime Rib. There are also several sites that have been the subject of potential development, including the current site of The Stinking Rose and the property that formerly was occupied by Benihana’s. The area south of Wilshire Blvd. has a mix of medical, retail and office space.

In the past fiscal year, the Chamber organized a group of landlords and property owners to attend then Mayor Julian Gold’s Strategic Planning Committee on March 7, 2019. The Chamber arranged the attendance of 11 different landlords and property managers on North and South La Cienega, an indication of the high level of interest by landlords in any future plans for the area. The group discussed various issues, including the current nature of the buildings, potential landscaping and other improvements, and each stakeholder’s vision for the future. The meeting was a good first step and the Chamber believes that further progress can be made in developing a mutually acceptable plan for the area and developing further trust through follow up meetings in which key issues are explored in greater depth and with more time for dialogue.

The Chamber proposes to organize and execute three follow up forums for property owners and managers along La Cienega Blvd. The purpose of the forums is to further discuss: (1) current conditions along the street from the perspective of the landowners; (2) discuss the impacts of the future subway and how to drive business and development; and (3) work with landowners/developers to develop a vision and consensus about how the area should look in the future when the subway is complete. The City, Chamber and other partners can use the

information and insights gained from this meeting as part of a discussion with other stakeholders, including residents. The purpose of the meeting will also be helpful for both sides to understand what is possible and acceptable and so avoid work on projects or plans that are not feasible.

#### Metrics

Convene three forums of landowners and property managers on La Cienega from Charleville to Clifton Way. Gather information and begin development of a vision and consensus for the area that can be incorporated with the vision of other community members and the City. Communicate takeaways from the forums to the City and work with the City as needed on future plans.

#### Conclusion

The total cost for this item is \$5,170. A cost breakdown available in Attachment B.

### **I. Destination Master Plan Strategic Support**

#### Overview and Description

In the past fiscal year, the Beverly Hills Conference and Visitors Bureau has worked on a Destination Master Plan to identify strategies to continue to make Beverly Hills a leading destination for tourists and other visitors. The Plan is now going before City Council for approval. In conjunction with these efforts, the Chamber has worked with the CVB and partners to develop a steering committee, strategize and communicate with members of the steering committee, attend planning meetings (2 hour meetings once a month) and provided strategic direction for development of the written Destination Master Plan.

The Chamber has now been asked to serve on the Governance Committee to help implement the Plan and to be available to provide other needed strategic direction or resources for implementation of the Destination Master Plan.

#### Metrics

Attend Semi-Monthly Meetings to support and provide guidance on implementation of the Destination Master Plan through service on a Governance Committee. The Chamber will also provide additional resources as needed, including access to the Chamber Board Room and other Chamber resources to help with implementation as needed.

#### Conclusion

The total cost for this item is \$2,150. A cost breakdown available in Attachment B.



## II. Beverly Hills Business Programming and Development

### A. Get to Know Your City Program

#### Overview

The Chamber organizes and executes a “Get to Know Your City Program” to help businesses navigate the City. The Chamber will also revise as needed an existing pamphlet produced by the Chamber that provides an overview of City permitting, tax and other requirements and communication tools.

#### Objective

To help businesses better navigate the City, particularly with regard to understanding permitting requirements. To reduce businesses ineffectively “searching” and communicating with the City for the right answer to their questions/concerns. To develop more complete compliance with City businesses requirements.

#### Description

Every business owner needs to understand City rules and regulations to run their business. For example, businesses must comply with permitting requirements to operate a business and pay City business taxes, amongst other things.

Beginning in 2016, in partnership with the City, the Chamber initiated a “Get to Know Your City” program to better familiarize the business community with City services and requirements. The program is designed to help businesses better understand how to navigate the City. The hope is that it will also help reduce calls to the wrong City Department, misunderstandings over business requirements, and help increase compliance with City permitting and other requirements. The program includes two Open Houses at the City for businesses and community members to learn about different City Departments and hear presentations on timely issues. It also includes work on an existing pamphlet titled “A Guide to Opening and Maintaining a Business in the City of Beverly Hills” to help assist businesses based in Beverly Hills.

Highlights from the program include:

- For the Fall 2018 Open House, the program included tables for 8 City Departments in an open discussion environment with literature on City functions and responsibilities. Additionally, there were presentations on business signage rules and requirements as well as information about how to plan a special event, such as a grand opening, for a business. The Chamber partnered with the Building and Owners Association of Greater Los Angeles (BOMA-LA) to drive turnout to the event. Feedback from attendees was that they felt the event was helpful and they enjoyed presentations and opportunity to meet key City officials.
- The Spring Open House will take place on May 9, 2019.

- Past Open Houses have included 50 + attendees and have been well received as indicated by several testimonials.
- The Chamber distributes a pamphlet that will help guide new and existing businesses in navigating and complying with City laws. The Chamber is in the process of making updates to that pamphlet for this year.

For 2019-2020, Chamber proposes to continue the “Get to Know Your City” program in its present form. The Chamber will organize and execute a bi-yearly “open house” where businesses can interact with relevant City Departments to learn how they function. The event can include speakers from relevant City Departments impacting businesses as well as senior City staff and the City Council if available. Additionally, the event can be used to cross-promote any upcoming City functions or news. For the open houses, booths will be set up for the various City Departments and the event will feature speakers from some or all of the relevant Departments to discuss their function with suggestions on how to navigate the City. The benefit of this format would be that all information will be concentrated in one time and place.

The Chamber has partnered with BOMA-LA to help drive turnout by property managers and owners at the open houses. As such, in consultation with BOMA-LA (and potentially any other partners who want to participate), the Chamber proposes to tailor part of one or more of the open houses towards local property managers to help them learn about resources, important contacts and solutions to important commercial building challenges. This Open House will include other presentations and be open to the entire community.

Along with the Open Houses, the Chamber proposes to update and revise as appropriate a pamphlet it initially created in 2016-2017 that describes the functions of each City Department and provides helpful contact information and tips on how to effectively communicate with the City. This will keep the pamphlet up to date so it does not need to be re-created from scratch at a future date.

### Testimonials

“The ‘Get To Know Your City Program’ was great, I really liked it. First, because of the great transparency of city officials, various departments, and projects to the general public. I think [it] was fascinating to meet everyone first hand and have face-to-face conversation. Second, I got to meet Chad again, and was able to follow up in person since earlier meeting. The entire event was tremendous... thanks again for organizing it, and looking forward to more events like it.”

Kaveh Farshad, Principal, Score Parking Now

“To whom it may concern,

I found the ‘Get To Know Your City’ Open House at the Beverly Hills City Hall to be not only welcoming and refreshing but a tremendous source of information on the services available to residents and business owners in Beverly Hills. As a brand new business owner events like this

are invaluable to understand both the community and the marketplace. I'm looking forward to future events!"

Alaleh "Allie" K. Selkirk, Ph.D.  
Licensed Clinical Psychologist  
President, Introspection Beverly Hills, APPC

### Metrics

Execute two Get to Know Your City Open Houses with 50 + attendees and revise the pamphlet titled "A Guide to Opening and Maintaining a Business in the City of Beverly Hills."

### Conclusion

The total cost for this item is \$10,970. A cost breakdown is available in Attachment B.

## **B. Small Business Development Center Partnership**

### Overview

The Chamber has a partnership with the Small Business Development Center (SBDC) at El Camino College which offers one-on-one business counseling and educational seminars at the Chamber.

### Objective

To provide effective business counseling and educational services to companies that do business in Beverly Hills.

### Description

The Chamber will continue its partnership with the Small Business Development Center (SBDC) at El Camino College to offer one-on-one business counseling and educational seminars at the Chamber.

Consultants have held a series of one on one consultation meetings to date (with additional meetings planned in the months to come) with Beverly Hills businesses and residents. A short list of some of the companies that have received consultation services include local businesses such as Boutique Concierge, Sixt Rent a Car, Ortiz Consultant Solutions and Marc Maretsky Insurance Services.

Educational seminars (Business Needs 2 Know) have occurred once a month and have also been successful with good attendance on topics such as social media, marketing, and accounting principles. Among the most popular have been social media seminars run by Deborah Deras, a

nationally recognized expert in this area. These seminars will continue to be offered once a month in the Chamber's Board Room and be publicized by the Chamber and the SBDC.

For the 2019-2020 year, the Chamber proposes to continue the same program with one on one coaching and 12 educational seminars (one per month) and some additional funds set aside for expert speakers on particular topics. The programming is targeted towards Beverly Hills businesses and Beverly Hills residents with business consulting needs.

### Testimonials

"Every time I have had the pleasure of listening to Deborah Deras speak, I have come away with a new set of tools to grow my business. Navigating the ever-changing landscape of business exposure on social media and the web requires patience, time and a competent guide. Deborah and her SBDC workshop have proved during multiple functions to be the brightest light on the road to internet success. The gift of public speaking and education is often overlooked in a content-heavy world until you hear a presentation that stands head and shoulders above the rest. I was put in front of an audience as a pre-teen and I have honed my skill daily since that time. I know what it takes to communicate, teach and get a group to retain your message. Deborah takes the presentation to a new level with positive engagement and a sparkling personality that drives the listener to further their education and development outside the workshop setting. Come and be a part of her next SBDC program; be ready to take notes and makes those changes that will build your business into a social media powerhouse."

- Addison Stansfield, Marketing and New Accounts, Avon Rent a Car, Truck & Van

"SBDC workshops like the Instagram one are critical to any small business. The instructor was able to chunk down tips and techniques so that no one is overwhelmed by taking small action steps that can impact your business in a big way. For example, in switching to video posts, I saw my likes/comments significantly increase followed by IG letting me know these posts were performing very well comparative to my previous ones. We learned how to even adjust our profile/bios to attract interest and followers maximizing the space Instagram allows for simply by specific hashtags used! It is a quick way for people to know what you do in a visual snapshot."

- Jessica Morales, Business Development Director, Assil Eye Institute

"Being able to use the 1-1 consulting services from SBDC has been very important for my business. I've met with Deborah Deras a couple of times and not only she's helped me see Marketing and Social Media with new eyes, but she's also made the effort of introducing me to key business professionals from Beverly Hills, such as the current Chair of the Chamber Charles Black.

I've taken some of her classes too. Only a couple of days after the last class — How to create a 2019 Content Calendar —, I was able to create different Social Media posts in advance because

of how inspired I felt after seeing her. This resulted in more engagement and more followers in a shorter period of time.

Thank you very much for giving all of us business owners access to SBDC services.”

- Naima Blasco, Owner, Boutique Concierge

### Metrics

Conduct 12 Business Needs 2 Know events and facilitate approximately 60 one on one meetings with a business development consultant for local businesses.

### Conclusion

The total cost for this item is \$20,840. A cost breakdown available in Attachment B.

## **C. My Beverly Hills**

### Overview

The My Beverly Hills Program is focused through networking events, marketing and a dedicated website on connecting businesses and residents and to encourage residents to shop locally.

### Objective

To connect residents to businesses and to encourage residents to shop in Beverly Hills. To highlight and assist businesses adjacent to construction of the Purple Line Subway along Wilshire Boulevard.

### Description

The My Beverly Hills program has been in existence for several years with a focus on encouraging Beverly Hills residents to shop local and help businesses impacted by local construction.

This year, the Chamber has again organized monthly networking programs at venues across the City. The programs have been well attended and continue to grow in popularity and attendance over time. The monthly mixers are typically attended by between 75 and 100 people. Venues have included The Stinking Rose, Gallery 19C, and the restaurant Seabutter. The Chamber has received positive feedback from those business about the help the My Beverly Hills program has provided.

The Chamber has also utilized the My Beverly Hills to cross-promote and integrate with the City's BOLD program to enhance nightlife. For example, the My Beverly Hills program hosted an event at Citizen in August 2018 during Summer BOLD as well as another event at an Alexa Meade

special pop up experience in November 2018 during Winter BOLD. Both events were attended by over 200 participants and received rave reviews. Additionally, the Chamber utilized the My Beverly Hills newsletter and social media posts to promote the BOLD program to residents.

In addition, the Chamber has been growing the online marketing aspect of the program, hosting deals and specials on the My Beverly Hills website, adding updates about construction, and putting out a monthly newsletter that promotes City events, provides construction and other updates and promoted each Walk with the Mayor. The Chamber has also been researching, compiling and placing complimentary profiles of Beverly Hills businesses on the My Beverly Hills site and in social media and has done about 30 profiles to date, including businesses such as Go Greek Yogurt, Wally's, Beverly Hills Market & Deli, La Gondola, and Steinway Piano Gallery.

The Chamber has grown the My Beverly Hills email subscriber list from about 4,000 to nearly 5,000 over the past year and has done well over 100 social media posts to date. The Chamber has also spent time doing a "Walk the Block" to inform local merchants of the benefits of the program and to engage them in marketing efforts. Staff has walked streets including North Roxbury, Bedford Drive, North & South Beverly Drive (from South Santa Monica to Olympic Blvd), Canon Drive (from South Santa Monica to Dayton), North Robertson (from Dayton to Clifton), and South Robertson.

For 2019-2020, the centerpiece of the My Beverly Hills Program will continue to be a series of 12 programs, one every month from July 2019 through June 2020, to be held at a specific business or businesses. A reception will be held at an anchor business which will include food and drinks for attendees. The Chamber proposes to re-focus the program on helping businesses impacted by construction near Section 2 of the Purple Line Subway, as work in that area is expected to intensify in the second half of 2019. For example, the My Beverly Hills program will focus much of its efforts on business located along Canon, South and North Beverly Drive and Wilshire near construction of the subway station at Wilshire at Reeves Drive. Additionally, the Chamber plans to continue to use the My Beverly Hills program to help support the City's BOLD initiative by planning mixers in conjunction with and support of City activities.

The plan for selecting hosts for the monthly events will be to approach Beverly Hills businesses that have the size and willingness to accommodate a sizable number of visitors (at least 50) and to have at least half of the event hosts be non-members. If for some reason the Chamber cannot locate enough non-members who are willing and large enough to be hosts, the Chamber will host the event itself or seek permission from the City to host at a member location. The Chamber will attempt to include a broad cross-section of businesses as hosts, including restaurants, retail shops, offices, and galleries. Where appropriate, the Chamber may have multiple event hosts on a given day. For example, a program may start at one location and proceed down the block to a final, large host location. The Chamber will also consider "outside the box" programs, such as a class or food/wine tasting, so long as it appeals to a broad cross-section of residents. The events will include both members and non-members of the Chamber.

Each program will also highlight the block on which the program is being held by encouraging neighboring businesses to hold special deals the day of the event and potentially include a “walk the block” component where attendees walk to the program to get a sense of the retail offerings on that block.

The Chamber will continue its marketing efforts to help all businesses, but particularly those businesses impacted by construction in regards to Section 2 of the Purple Line Subway. This effort will include more frequent blog and social media posts and business profiles, time spent outreaching to the community in person and online to develop more subscribers and attendees, and driving greater awareness of the benefits of the My Beverly Hills program as a whole. The additional activity is specified in detail under the “Metrics” section.

The Chamber will market and drive traffic throughout the program to Beverly Hills businesses by:

- Maintaining a My Beverly events website portal housed on the Chamber’s website that lists and promotes all events and offers businesses along these corridors an opportunity throughout the program to offer deals and put content on the site to support their business and reach out to residents.
- Sending out emails with a dedicated subscriber list promoting the events.
- Bi-weekly in depth profiles of Beverly Hills businesses.
- Developing and sending a monthly newsletter including news of what is happening around Beverly Hills, including construction updates and highlights from previous months events.
- Creating and maintaining a social media profile on sites including Facebook, Twitter and Instagram.
- Contacting and maintaining relationships with residential and neighborhood associations to encourage them to attend events and support local businesses. This latter step will include reaching out to and attending homeowner’s association events as needed and developing contacts at other civic groups that could be helpful in cultivating attendance at events and attention to Beverly Hills businesses.

A key element of the program is that My Beverly Hills has an existing subscriber base and online presence from past years programs. The Chamber plans to use this existing platform to cross-promote other news and programs. For example, the platform can be used to announce construction notices related to the LA Metro Purple Line Subway, to announce and promote City of Beverly Hills programs, and to make other important announcements.

The Chamber proposes to include a discretionary parking allowance to defray the cost of parking for attendees.

## Testimonials

“Thank you for the great MyBH Program. I am a resident, and my husband also works in BH. It gives us an opportunity to meet our neighbors and learn more about local businesses. It’s a great opportunity for the business to showcase their products and services. We think it also promotes community spirit. Great job!”

- Lanna Solnit, Beverly Hills resident

“I have attended several events hosted by MyBH and found them a really good way to meet a diverse group of people. These events are a terrific avenue for networking for business and personal reasons and to enjoy well organized events that bring people together in a relaxed and beneficial atmosphere. I have made some great connections - and also new friends. The raffles and giveaways are a nice touch - and always appreciated. A hearty thanks for all of your efforts in organizing friendly gatherings via your enjoyable social mixers and happy hours that present an environment conducive to cementing important relationships.”

– Rita Sottile, Beverly Hills resident

“I always find My Beverly Hills experiences a nice way to spend a couple hours in the community. I have attended many My Beverly Hills events. They are enjoyable and a fun way to meet new people and residents while visiting restaurants and other businesses throughout Beverly Hills. I recommend them highly.”

- Marc Maretsky, Beverly Hills business owner

“My Beverly Hills organized and operated an amazing mixer here at Seabutter. We were able to showcase our menu to a large variety of local customers in a very professional environment. I can say with certainty that the evening earned us quite a few customers, many of whom have been back multiple times. On top of that we were able to meet many of the leaders in the community that we are so excited to be a part of. We hope to host another My Beverly Hills event at Seabutter in the foreseeable future.”

- George Fratkin, Owner, Seabutter, Beverly Hills business and mixer host

“I want to thank you for the opportunity to participate in the MY Beverly Hills program. It has been invaluable and wonderful at the same time. I have become acquainted with or been introduced to new businesses in our community that would not otherwise have made it onto my radar. Connecting in a manner that benefits our community is a tremendous asset . . .”

- Cathy Baker, Beverly Hills resident

“I have found the My Beverly Hills program to be a fantastic way to network, as well as to learn more about my city, its workings, and its merchants and businesses. I have enjoyed and made



great contacts at the My Beverly Hills Mixers. The Chamber staff do a wonderful job of putting events on, and I highly recommend attending. The events that I have attended are not only beneficial to my business, but are fun and interesting, too. It is a terrific program, and I hope it continues to grow.”

– Janine Gershon, Beverly Hills resident

“I am writing to thank you for all of your great work, on behalf of Pharmacy Integrative Pharmacy in Beverly Hills, with the My Beverly Hills program. This program is essential and provides a wonderful way for merchants to reach residents in Beverly Hills. As a new retail store, Pharmaca has benefited from our association with your wonderful program. I also want to thank you for your helpful assistance and continued support. You are extremely professional and working with you has been a pleasure. You are an important and integral part of My Beverly Hills.”

– Sharon Levinsohn | Pharmaca, Beverly Hills business

### Metrics

- Organize and execute twelve My Beverly Hills programs (one every month) at Beverly Hills businesses with a non-exclusive focus on the area of Wilshire and Beverly Drive impacted by the LA Metro Purple Line Subway construction. Highlight one block of businesses in advance of the event, encouraging shopping and special deals. Use the programs to support the City’s B.O.L.D. Initiative. Average between 75 and 100 attendees per event (space permitting).
- 200 + social media posts regarding the My Beverly Hills program, important news items and upcoming programs.
- Modified this year – bi-weekly profiles of businesses in Beverly Hills with a focus on businesses impacted by subway construction and including video and other social media links as appropriate. The profiles will be less frequent but more in depth to provide value to businesses and flavor to the posts that are created.
- Additional outreach to business neighborhoods to encourage involvement in the program, via bi-weekly “walk the block” outreach.
- Increase the My Beverly Hills subscriber basis from approximately 5,000 to 6,000 people, resulting in an overall reach of over 10,000 people when combined with Chamber subscribers.
- Leverage existing subscriber base of My Beverly Hills program to both promote monthly programs as well as to cross-promote other community events and projects, including City of Beverly Hills events, construction notices, and other community programs.

### Conclusion

The total cost for this item is \$62,590. Please see the attached cost breakdown in Attachment B.

## D. Outreach and Support of Summer BOLD Programming

### Overview

Conduct outreach and marketing to support City and partner activities in support of the Beverly Hills Open Later Days (BOLD) Initiative during the summer months.

### Description

The City in collaboration with the Rodeo Drive Committee, Beverly Hills Conference and Visitors Bureau and Chamber is planning on conducting programming during the summer months in support of the City's BOLD Initiative to enhance nightlife in Beverly Hills.

In support of this Initiative, the Chamber proposes to conduct outreach above and beyond its usual support for partner activities. This includes (1) canvassing the City's Golden Triangle and other neighborhoods as needed to engage businesses to participate in BOLD programming, including staying open later; and (2) supporting BOLD summer programming through additional online and print marketing of programming to the Chamber community, including email, social media, flyers and other media as needed. The Chamber will also encourage participation by its members in the program and utilize its relationships as needed to leverage involvement. In addition, the Chamber plans to utilize the My Beverly Hills Program to have a themed BOLD Summer Mixer to support BOLD Programming with additional elements and giveaways to draw attendees above and beyond the typical mixer. The Chamber executed a BOLD-themed My Beverly Hills mixer in August 2018 at Citizen Restaurant which was attended by over 200 people. During the event, the Chamber had BOLD-themed cupcakes and heavily promoted the BOLD programming occurring that week. The Chamber will also staff any BOLD booth on one night during the BOLD Programming.

The Chamber conducted similar outreach to support the BOLD Initiative in 2018-2019, which included going door to door to encourage businesses to stay open late, sending numerous e-mails to the Chamber's subscriber list in support of the Initiative and promoting the BOLD Initiative.

### Metrics

Successfully market Summer BOLD program, including up to 3 Chamber split eblasts, 4 newsletter ads and at least 20 social media posts. Conduct outreach on several streets within Golden Triangle in partnership with partner agencies and City to engage businesses to participate and stay open late and maintain or exceed current participation levels.

### Conclusion

The total cost for this item is \$9,050. A cost breakdown is available in Attachment A.

## E. Outreach and Support of Holiday BOLD Programming

### Overview

Conduct outreach and marketing to support City and partner activities in support of the Beverly Hills Open Later Days (BOLD) Initiative during the holiday season.

### Description

The City in collaboration with the Rodeo Drive Committee, Beverly Hills Conference and Visitors Bureau and Chamber is planning on conducting programming during the holiday season in support of the City's BOLD Initiative to enhance nightlife in Beverly Hills. The programming that has been discussed includes programming on weekend nights during the holidays.

In support of this Initiative, the Chamber proposes to conduct outreach above and beyond its usual support for partner activities. This includes (1) canvassing the City's Golden Triangle and other neighborhoods as needed to engage businesses to participate in BOLD programming, including staying open later; and (2) supporting BOLD holiday programming through additional online and print marketing of programming to the Chamber community, including email, social media, flyers and other media as needed. The Chamber will also encourage participation by its members by announcing BOLD programming Chamber functions and utilize its relationships as needed to leverage involvement.

In addition, the Chamber plans to utilize the My Beverly Hills Program to have a themed BOLD Holiday Mixer to support BOLD Programming with additional elements and giveaways to draw attendees above and beyond the typical mixer. The event could be held in other parts of the City, such as the Southeast, to help engage additional neighborhoods in the BOLD Initiative. The Chamber will also staff a BOLD booth at least one night during the BOLD Programming.

The Chamber conducted similar outreach to support the BOLD Initiative in 2018-2019 and during the Summer BOLD Programming in 2018. The Chamber's work included going door to door to encourage businesses to stay open late in partnership with the Conference and Visitors Bureau, sending several eblasts to the Chamber's subscriber list and posting social media in support of the Initiative and promoting the BOLD Initiative at Chamber events in the lead up to the programming.

### Metrics

Successfully market Holiday BOLD program, including up to 3 Chamber split eblasts, 4 newsletter ads and at least 20 social media posts. Conduct outreach on several streets within Golden Triangle in partnership with partner agencies and City to engage businesses to participate and stay open late and maintain or exceed current participation levels.

## Conclusion

The total cost for this item is \$9,050. A cost breakdown is available in Attachment A.

### III. New Initiatives

#### A. **Beverly Hills Business Success Videos**

##### Overview

Coordinate videos of successful businesses in Beverly Hills to help highlight the City for the wider business, residential and tourist community and to help attract both visitors as well as retain and attract new businesses to the City.

##### Description

The City provides a number of important and unique opportunities for businesses to be supported and acknowledged, including recognition at City Council meetings, superior City services, and programs through partner agencies. Video overviews and highlights can be a method of providing great value to existing businesses in the City as well as a way to help highlight the City to potential visitors, existing businesses and residents and to help attract new businesses to our area by showcasing the City's strengths and opportunities here in town.

As such, the Chamber proposes to coordinate a series of 6 business success videos, highlighting key businesses in town. The Chamber would, in cooperation with the City, help select potential businesses and manage the process of setting up an appropriate time, date and location for a video shoot. Thereafter, the Chamber would work with the City to help promote the video through a number of channels, including social media, at appropriate stakeholder meetings and to help recruit new businesses to the area (for example, through the New York Business Attraction and Retention trip).

##### Metrics

Coordinate and assist with production of 6 business videos. Utilize videos as appropriate to help promote the City.

##### Conclusion

The total cost for this item is \$4,975. A cost breakdown is available in Attachment A.

# **Attachment 2**

2019 Beverly Hills Chamber of Commerce New York Business Attraction and Retention Mission

Attachment A

	Hard costs	Labor (hours)	Labor (costs)	Total Cost
<b>Timeline: July 1 - Oct. 25, 2019</b>				
<b>Planning &amp; Preparation</b>				
Purchase periodicals for NY research	\$200			\$200
Arranging Logistics Relating to Travel/Luncheons/Hotel Block		20	\$3600 (@20 hours -VP)	\$3,600
Attraction and Retention Candidate Research, Selection, Presentation & Outreach		200	\$28,500 (@10 hrs. - CEO, 125 hrs - VP, 10 hours - Manager, 40 Hours - Program Coordinator)	\$28,500
Schedule Development/Appointment Coordination & Binder Prep		130	\$18,340 (@2 hrs. - CEO, 80 hrs. - VP, 8 hrs. - Manager, 40 hours - Program. Coord.)	\$18,340
Prepare new and updated business attraction materials as needed, including descriptions of key neighborhoods		12	\$2,020(@ 10 hrs. - VP, 2 hrs. - Manager)	\$2,020
Stationary/Telephone/misc. supplies	\$500			\$500
<b>CoStar Subscription</b>				
CFO budgetary review/reconciliation		8	\$1,480 (@ 8 hrs. - CFO)	\$1,480
<b>Hour totals</b>		370		
<b>Category Subtotals</b>	\$700			
				\$54,640
<b>Timeline: Oct. 28 - Nov. 1, 2019</b>				
<b>Mission Supervision &amp; Coordination</b>				
Hotel	\$4,500			\$4,500
Airfare	\$1,600			\$1,600
On-Site Organization/Coordination/Execution		80	\$16,400 (@ 40 hrs. - CEO, 40 hrs. - VP)	\$16,400
Ground Transportation	\$1,100			\$1,100
Business breakfasts/lunches/dinners	\$1,500			\$1,500
Incidentals, supplies, per diem meals, misc.	\$1,850			\$1,850
<b>Hour totals</b>		80		
<b>Category Subtotals</b>	\$10,550			\$0
				\$26,950
<b>Timeline: Nov.-Dec. 2019</b>				
<b>Post - trip follow up</b>				
Follow-up with targets/attendees		45	\$8,000 (@5 hrs - CEO, 35 hrs. - Director, 5 hrs. - Manager)	\$8,000
Evaluate and track results		12	\$2,260 (@ 2 hrs - CEO, 10 hrs. - VP)	\$2,260
Create & present reports to city officials		15	2,950 (@ 5 hrs - CEO, 10 hrs. - VP)	\$2,950
Postage/follow-up hard costs	\$100			\$100
<b>Hour totals</b>		72		
<b>Category Subtotals</b>	\$100			
				\$13,310
<b>Timeline: Jan. - June 2020</b>				
<b>Ongoing Follow-up and research</b>				
Ongoing research into business attraction		40	\$6850 (@ 35 hrs - VP, 5 hrs. - Manager)	\$6,850
Ongoing database updating		20	\$2,450 (@ 10 hrs. - VP, 10 hrs. - Program Coord.)	\$2,450
Follow-through with attraction candidates, including tours	\$100	30	\$5,400 (@ 30 hrs - VP)	\$5,400
<b>Hour totals</b>		90		
<b>Category Subtotals</b>	\$100			
				\$14,700
<b>Executive Summary (Grand Total)</b>				
	<b>Phase totals</b>			
<b>Planning &amp; Preparation</b>	\$54,640			
<b>Mission Supervision &amp; Coordination</b>	\$26,950			
<b>Post - trip follow up</b>	\$13,310			
<b>Ongoing Follow-up and research</b>	\$14,700			
<b>Grand Total</b>	\$109,600			

Beverly Hills Chamber of Commerce - City Work Plan Initiatives, FY 2019-2020

Attachment B

	Hard costs	Labor (hours)	Labor (costs)	Total Cost
<b>Timeline: Year-round</b>				
<b>Management of Mayor Business Retention Meetings</b>				
Coordination of 12 business meetings with businessses including creation of printed materials, scheduling, researching attendees, follow up projects as needed to assist companies; prepare summaries of meetings and action items, etc.		85	\$15,600 (@20 hrs. - CEO, 55 hrs - VP, 10 hrs. - Manager)	\$15,600
Printing costs/travel costs/light hospitality	\$200			\$200
<b>Total</b>				<b>\$15,800</b>
<b>Timeline: Winter 2019 &amp; Summer 2020</b>				
<b>Broker's Roundtable</b>				
<b>Winter 2019 Roundtable</b>				
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance; prepare summary of meeting and follow up action items as needed		30	\$5,025 (@ 4 hrs. - CEO, 20 hrs. - VP, 6 hrs. - Program Coordinator)	\$4,910
Minutes/supplies/refreshments	\$150			\$150
				<b>\$5,060</b>
<b>Summer 2020 Roundtable</b>				
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance; prepare summary of meeting and follow up action items as needed		30	\$5,025 (@ 4 hrs. - CEO, 20 hrs. - VP, 6 hrs. - Program Coordinator)	\$4,910
Minutes/supplies/refreshments	\$150			\$150
				<b>\$5,060</b>
<b>Total</b>				<b>\$10,120</b>
<b>Timeline: Year-round</b>				
<b>Beverly Hills Economic Development Portal</b>				
Contract with LocalIntel for provision of economic development data for Beverly Hills, including creation of web-content and quarterly data updates	\$11,000			\$11,000
Chamber management of contract and data, including selection of data points, gathering additional local data and figures, marketing and promotion of service and monitoring additional informtion/changes that needs to be provided)	\$250	30	\$4,350 (@ 15 hrs - VP, 15 hrs. - Manager)	\$4,600
				\$0
<b>Total</b>				<b>\$15,600</b>

<b>Timeline: Year-round</b>				
<b>LA Metro Subway Stakeholder Outreach Meetings</b>				
Set-up, coordination and attendance at up to 12 stakeholder meetings; research and outreach to stakeholders, draft agenda, send invitations, and attend meetings and develop action plan with stakeholders, including City		75	\$11,900 (@ 10 hrs. - CEO, 35 hours - VP, @ 30 hours - Manager)	\$11,900
Prepare reports with summary and recommendations from the meetings; follow up action as needed on items generated by meetings		5	\$950 (@ 1 hr. - CEO, 4 hrs - VP)	\$950
Minutes/supplies/refreshments (no charge for room)	\$1,500			\$1,500
<b>Total</b>				<b>\$14,350</b>
<b>Timeline: Year-round</b>				
<b>Management of Small Business Task Force</b>				

Manage continuation of Beverly Hills Small Business Task Force; address small business concerns in advance of meeting, prepare agendas, arrange logistics, send and manage invitations, and manage up to 10 Small Business Task Force meetings.		80	\$13,500 (@ 10 hrs. - CEO, 50 hours - VP, @ 20 hours - Manager)	\$13,500
Prepare report with summary and recommendations from the Task Force; work with City and partners to develop and implement solutions with specific deliverables as appropriate.		20	\$3,160 (@ 2 hr. - CEO, 15 hrs - VP)	\$3,160
Minutes/supplies/refreshments (no charge for room)	\$750			\$750
<b>Total</b>				<b>\$17,410</b>
<b>Timeline: Year-Round</b>				
<b>La Cienega Landowner and Property Manager Development Forums</b>				
Set-up, coordination and attendance at 3 landowner/property owner forums; research and outreach to stakeholders, draft agenda and develop plan with stakeholders, including City; conduct follow up on action items developed during forums		24	\$4,050 (@ 3 hrs. - CEO, 15 hours - VP, 6 hrs. - Manager)	\$4,050
Prepare reports with summary and recommendations from the forums		4	\$720 (@ 4 hrs - VP)	\$720
Minutes/supplies/refreshments	\$400			\$400
<b>Total</b>				<b>\$5,170</b>
<b>Timeline: Year-round</b>				
<b>Destination Master Plan Strategic Support</b>				
Serve on Governance Committee with Beverly Hills Conference and Visitors Bureau to support implementation of Destination Master Plan; provide staff and support at meetings of Governance Committee; provide Chamber Board Room as needed for meetings.	\$100	10	\$2,050(@ 5 hrs. - CEO, 5 hrs. - VP)	\$2,150
				\$0
<b>Total</b>				<b>\$2,150</b>
<b>Timeline: Fall 2019 &amp; Spring 2020</b>				
<b>Get to Know Your City Program</b>				
<b>Fall 2019 Open House</b>				
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance and follow up; summary of meeting		22	\$3,710 (@ 2 hrs. - CEO, 15 hrs. - VP, 5 hrs. - Manager)	\$3,710
Minutes/supplies/refreshments	\$150			\$150
				<b>\$3,860</b>
<b>Spring 2020 Open House</b>				
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance and follow up; summary of meeting		22	\$3,710 (@ 2 hrs. - CEO, 15 hrs. - VP, 5 hrs. - Manager)	\$3,710
Minutes/supplies/refreshments	\$150			\$150
				<b>\$3,860</b>
Revision as needed of digital pamphlet on "Doing Business in the City of Beverly Hills"		20	\$3,000 (15 hrs. - VP, 5 hrs. - Manager)	\$3,250
<b>Total</b>				<b>\$10,970</b>
<b>Timeline: Year-round</b>				
<b>Small Business Development Center</b>				
Annual Cost of Services provided by SBDC (matched by State of California for total of 16k)	\$8,000			\$8,000
Additional discretionary funds for select speakers	\$500			\$500
Management of program, including creation and meetings to discuss meeting content, managing meeting dates and times, marketing of program through Chamber and other channels, and managing program and consultation registrations	\$400	82	\$11,940 (@ 4 hrs. - CEO, 10 hrs. - VP, 48 hrs. - Director, 20 hrs., Program Coord.)	\$12,340
<b>Benefits of Partnership (&amp; Costs):</b>				
On-site and Phone Business Consultants				



Monthly Seminars at Board Room				
Conf. Room Rental (Consulting Sessions & Seminars)				
Misc. Staff Administrative time				
<b>Total</b>				<b>\$20,840</b>
<b>Timeline: Year-round</b>				
<b>My Beverly Hills Program</b>				0
Marketing and Development (including newsletter (print and online), website page development and maintenance, social media posts, development of content, and communication to other stakeholders); enhanced outreach focused on assistance to businesses impacted by Purple Line Subway Extension, Section 2, including business profiles (bi weekly), Walk the Block, and increasing email subscriber list through online and in person outreach	\$600	344	\$27,120 (@ 24 hrs - VP, 20 hrs. - Director, 300 hrs. - Program Coord.)	\$27,720
<b>Execute 12 My Beverly Hills Programs (1 per month)</b>				
Meeting set-up and coordination, including invitations, management of RSVPs, managing and set up of raffle prizes and content of event.		144	\$12,960 (@ 12 hrs. - VP, 12 hrs. - Director, 120 hrs. - Program Coord.)	\$11,940
Attendance at event and management, including check-in, announcements, raffles, set up and break down		104	\$13,500 (@ 6 hrs. - CEO, 12 hrs. - VP, 36 hrs. - Director, 50 hours, Program Coord.)	\$12,730
Food and drink for event; printing cost for flyers, etc.	\$7,200			\$7,200
Discretionary Parking Fund (to be used as needed to help attendees park)	\$3,000			\$3,000
<b>Total</b>				<b>\$62,590</b>
<b>Timeline: Summer 2019</b>				
<b>Outreach and Support for Summer BOLD Programming</b>				
Business Outreach, including support with canvassing businesses to develop support for BOLD Programming, personal outreach to business to enlist participation, staff 1 evening of Holiday BOLD, additional attendance and involvement in event and planning meetings, print costs for flyers, and other support as needed.	\$200	45	\$5,350 (@ 5 hrs. - CEO, 10 hrs. - VP, 10 hrs - Manager, 20 hrs - Program Coordinator)	\$5,550
Marketing of Holiday BOLD program through Chamber email, social media and print channels, including up to 3 Chamber split eblasts, 4 newsletter ads and at least 20 social media posts	\$2,150	10	\$1,350 (@ 5 hrs - Director, 5 hrs - Manager)	\$3,500
<b>Total</b>				<b>\$9,050</b>
<b>Timeline: November, December 2019</b>				
<b>Outreach and Support for Holiday BOLD Programming</b>				
Business Outreach, including support with canvassing businesses to develop support for BOLD Programming, personal outreach to business to enlist participation, staff 1 evening of Holiday BOLD, additional attendance and involvement in event and planning meetings, print costs for flyers, and other support as needed.	\$200	45	\$5,350 (@ 5 hrs. - CEO, 10 hrs. - VP, 10 hrs - Manager, 20 hrs - Program Coordinator)	\$5,550
Marketing of Holiday BOLD program through Chamber email, social media and print channels, including up to 3 Chamber split eblasts, 4 newsletter ads and at least 20 social media posts	\$2,150	10	\$1,350 (@ 5 hrs - Director, 5 hrs - Manager)	\$3,500
<b>Total</b>				<b>\$9,050</b>
<b>Timeline: Year Round</b>				
<b>Beverly Hills Business Success Videos</b>				

Manage and coordinate development of up to 6 Beverly Hills Business Success Videos; identify and contact potential participants, partner with City and business on potential content, questions; attend and participate as necessary in day of video shoot; work with City as needed on video content to convey effective business messaging; distribute video and clips as necessary to support business and City initiatives	\$150	35	\$4825 (@ 5 hrs. - CEO, 15 hrs. - VP, 15 hrs - Program Coordinator)	\$4,975
<b>Total</b>				<b>\$4,975</b>
<b>Executive Summary</b>				
<b>Management of Mayor Business Retention Meetings</b>	<b>\$15,800</b>			
<b>Broker's Roundtables</b>	<b>\$10,120</b>			
<b>Beverly Hills Economic Development Portal</b>	<b>\$15,600</b>			
<b>LA Metro Subway Stakeholder Outreach Meetings</b>	<b>\$14,350</b>			
<b>Management of Small Business Task Force</b>	<b>\$17,410</b>			
<b>La Cienega Landowner and Property Manager Forums</b>	<b>\$5,170</b>			
<b>Destination Master Plan Strategic Support</b>	<b>\$2,150</b>			
<b>Get to Know Your City Program</b>	<b>\$10,970</b>			
<b>Small Business Development Center</b>	<b>\$20,840</b>			
<b>My Beverly Hills</b>	<b>\$62,590</b>			
<b>Outreach and Support for Summer BOLD Programming</b>	<b>\$9,050</b>			
<b>Outreach and Support for Holiday BOLD Programming</b>	<b>\$9,050</b>			
<b>Beverly Hills Business Success Videos</b>	<b>\$4,975</b>			
<b>Grand Total</b>	<b>\$198,075</b>			

2020 Beverly Hills Chamber of Commerce San Francisco Business Attraction and Retention Mission

Attachment C

	Hard costs	Labor (hours)	Labor (costs)	Total Cost
<b>Timeline: July 1- Spring 2019</b>				
<b>Planning &amp; Preparation</b>				
Purchase periodicals for research of San Francisco Business Prospects	\$150			\$150
Arranging Logistics Relating to Travel/Luncheons/Hotel Block		10	\$1,800 (@ 10 hrs. - VP)	\$1,800
Attraction and Retention Candidate Research, Selection, Presentation & Outreach		62	\$8,835 (@ 2 hrs - CEO, 35 hrs - VP, 10 hrs - Manager, 15 hours - Program Coord.)	\$8,835
Schedule Development/Appointment Coordination & Binder Prep		39	\$5,830 (@ 2 hrs - CEO, 25 hrs. - VP, 2 hrs. - Manager, 10 hours - Program Coord.)	\$5,830
Prepare business attraction materials as needed, including descriptions of key neighborhoods		7	\$1120 (@ 5 hrs. - VP, 2 hrs. - Manager)	\$1,120
Stationary/Telephone/misc. supplies	\$400			\$400
CFO budgetary review/reconciliation		6	\$1,110 (@ 6 hrs - CFO)	\$1,110
<b>Hour totals</b>		124		
<b>Category Subtotals</b>	\$550			
Sub-total				<b>\$19,245</b>
<b>Timeline: Spring 2019</b>				
<b>Mission Supervision &amp; Coordination</b>				
Hotel	\$800			\$800
Airfare	\$400			\$400
On-Site Organization/Coordination/Execution		32	\$6,560 (@ 16 hrs - CEO, 16 hrs - VP)	\$6,560
Ground Transportation	\$200			\$200
Business breakfasts/luncheons/dinners	\$300			\$300
Incidentals, supplies, per diem meals, misc.	\$300			\$300
<b>Hour totals</b>		32		
<b>Category Subtotals</b>	\$2,000			<b>\$8,560</b>
<b>Timeline: Spring 2019</b>				
<b>Post - trip follow up</b>				
Follow-up with targets/attendees		17	\$3,160 (@ 2 hrs. - CEO, 15 hrs. - VP)	\$3,160
Evaluate and track results		5	\$900 (@ 5 hrs - VP)	\$900
Create & present reports to city officials		8	\$1,590 (@ 3 hrs - CEO, 5 hrs - VP)	\$1,590
Postage/follow-up hard costs	\$100			\$100
<b>Hour totals</b>		30		
<b>Category Subtotals</b>	\$100			<b>\$5,750</b>
<b>Timeline: Spring - Summer 2019</b>				
<b>Ongoing Follow-up and research</b>				
Ongoing research into business attraction		20	\$3,250 (@ 15 hrs - VP, 5 hrs - Manager)	\$3,250
Ongoing database updating		10	\$1,225 (@ 5 hrs - Director, 5 hrs - Program Coord.)	\$1,225
Follow-through with attraction candidates, including tours	\$100	10	\$1,800 (@ 10 hrs - VP)	\$1,800
<b>Hour totals</b>		40		
<b>Category Subtotals</b>	\$100			<b>\$6,275</b>
<b>Executive Summary (Grand Total)</b>				
	<b>Phase totals</b>			
Planning & Preparation	\$19,245			
Mission Supervision & Coordination	\$8,560			
Post - trip follow up	\$5,750			
Ongoing Follow-up and research	\$6,275			
<b>Grand Total</b>	<b>\$39,830</b>			<b>40</b>