



Beverly Hills City Council Liaison / CVB / Marketing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY OF BEVERLY HILLS
455 N. Rexford Drive
Municipal Gallery
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

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

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

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

**Tuesday, August 9, 2022
11:00 AM**

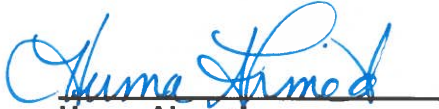
In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written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

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Resolution of the Beverly Hills City Council Liaison / CVB/Marketing Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

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

- 3) Review of Beverly Hills Conference and Visitors Bureau (CVB) 2022 BOLD Summer Marketing and Request for Funding for 2022 BOLD Holidays and Carryover Funding Use
- 4) Future Agenda Items
- 5) Adjournment



Huma Ahmed
City Clerk

Posted: August 5, 2022

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.



STAFF REPORT

Meeting Date: August 9, 2022

To: CVB/Marketing Committee

From: Gabriella Yap, Secretary of the CVB/Marketing Committee

Subject: A RESOLUTION OF THE COUNCIL LIAISON / CVB/MARKETING COMMITTEE OF THE CITY OF BEVERLY HILLS AUTHORIZING PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

Attachments: 1. Proposed resolution

RECOMMENDATION

Staff and the City Attorney's office recommend that the Council Liaison / CVB/Marketing Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / CVB/Marketing Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / CVB/Marketing Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing.

FISCAL IMPACT

The proposed resolution allowing the City Council Liaison / CVB/Marketing Committee greater flexibility to conduct teleconference meetings is unlikely to cause a greater fiscal impact to the City as the Council Liaison / CVB/Marketing Committee has been conducting such teleconference meetings for over a year.

INTRODUCTION

Governor Newsom recently signed new legislation (AB 361) allowing the City Council Liaison / CVB/Marketing Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

BACKGROUND

On March 4, 2020, Governor Newsom proclaimed a state of emergency to exist in California due to the spread of COVID-19. The Governor subsequently issued numerous executive orders suspending or modifying state laws to facilitate the response to the emergency. Among other things, these executive orders superseded certain Brown Act requirements and established special rules to give local public agencies greater flexibility to conduct teleconference meetings. Those special rules expired on September 30, 2021.

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

AB 361 builds upon Executive Order (“EO”) N-29-20, issued by the Governor on March 17, 2020, which relaxed the teleconferencing requirements of the Brown Act to facilitate virtual meetings during the COVID-19 declared emergency. EO N-29-20’s provisions concerning public meetings applied through September 30, 2021.

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

EO N-29-20 required legislative bodies to make remote public meetings accessible telephonically or otherwise electronically to all members of the public seeking to observe and to address the local legislative body, and to make reasonable efforts to adhere as closely as reasonably possible to the provisions of the Brown Act. AB 361 adds new procedures and clarifies the requirements for conducting remote meetings as follows:

- **Public Comment Opportunities in Real Time:** A legislative body that meets remotely pursuant to AB 361 must allow members of the public to access the meeting via a call-in option or an internet-based service option, and the agenda

for the remote meeting must provide an opportunity for members of the public to directly address the body in real time. Although the agency may still ask for public comments to be submitted in advance, the agency cannot require public comments to be submitted in advance of the meeting. If an agency does not provide a timed public comment period, but takes public comment separately on each agenda item, it must allow a reasonable amount of time per agenda item to allow members of the public the opportunity to provide public comment, including time to “be recognized for the purpose of providing public comment.”

- **No Action During Disruptions:** In the event of a disruption that prevents the local agency from broadcasting the remote meeting, or in the event of a disruption within the local agency’s control that prevents members of the public from offering public comments using the call-in option or internet-based service option, AB 361 prohibits the legislative body from taking any further action on items appearing on the meeting agenda until public access to the meeting via the call-in or internet-based options is restored.
- **Periodic Findings:** To continue meeting remotely pursuant to AB 361, an agency must make periodic findings that: (1) the body has reconsidered the circumstances of the declared emergency; and (2) the emergency impacts the ability of the body’s members to meet safely in person, or state or local officials continue to impose or recommend measures to promote social distancing. These findings should be made not later than 30 days after teleconferencing for the first time pursuant to AB 361, and every 30 days thereafter.

DISCUSSION

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / CVB/Marketing Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / CVB/Marketing Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / CVB/Marketing Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / CVB/Marketing Committee members to meet in person. Alternatively, for the second finding, the City Council Liaison / CVB/Marketing Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be made within 30 days after the City Council Liaison / CVB/Marketing Committee teleconferences for the first time under AB 361 and every 30 days thereafter.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness or death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others

Meeting Date: August 9, 2022

whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing.

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

Gabriella Yap
Secretary of the City Council Liaison /
CVB/Marketing Committee

Approved By

RESOLUTION NO. CCL-CVBC-02

RESOLUTION OF THE CITY COUNCIL LIAISON /
CVB/MARKETING COMMITTEE OF THE CITY OF
BEVERLY HILLS AUTHORIZING PUBLIC MEETINGS TO
BE HELD VIA TELECONFERENCING PURSUANT TO
GOVERNMENT CODE SECTION 54953(e) AND MAKING
FINDINGS AND DETERMINATIONS REGARDING THE
SAME

WHEREAS, the City Council Liaison/CVB/Marketing Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison/CVB/Marketing Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code 54950 – 54963), so that any member of the public may attend, participate, and watch the Beverly Hills City Council Liaison/CVB/Marketing Committee conduct its business; and

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

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

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

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

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

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

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

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

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the City Council

Liaison/CVB/Marketing Committee intends to hold public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison/CVB/Marketing Committee of the City of Beverly Hills resolves as follows:

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

Section 2. The City Council Liaison/CVB/Marketing Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison/CVB/Marketing Committee shall conduct its meetings pursuant to Government Code Section 54953(e).

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

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

Section 6. The Secretary of the City Council Liaison/CVB/Marketing Committee shall certify to the adoption of this Resolution and shall cause this Resolution and his/her certification

to be entered in the Book of Resolution of the City Council Liaison/CVB/Marketing Committee of this City.

Adopted: August 9, 2022

LILI BOSSE

Presiding Councilmember of the City
Council Liaison/CVB/Marketing
Committee of the City of Beverly
Hills, California

Item 3



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Beverly Hills City Council Liaison / CVB / Marketing Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: August 9, 2022

SUBJECT: Review of Beverly Hills Conference and Visitors Bureau (CVB) 2022 BOLD Summer Marketing and Request for Funding for 2022 BOLD Holidays and Carryover Funding Use

ATTACHMENT: 1. Beverly Hills Conference and Visitors Bureau Presentation

INTRODUCTION

This item provides the City Council CVB/Marketing Committee Liaisons Mayor Bosse and Councilmember Nazarian (Liaisons) a review of the 2022 BOLD Summer marketing initiatives by the Beverly Hills Conference and Visitors Bureau (CVB) as well as a request for funding for 2022 BOLD Holidays from the CVB and use of carryover funding from Fiscal Year 2021-2022 (FY 21/22) (Attachment 1). The funding request from the CVB for 2022 BOLD Holidays is \$126,500. Additionally, the carryover funding request from FY21/22 totals \$275,664 of which \$150,000 was already approved for carryover from FY 21/22 to be used toward the approved FY 22/23 CVB work plan by the City Council in June 2022.

DISCUSSION

The CVB is contracted by the City to conduct a variety of tourism and marketing programs promoting Beverly Hills. They receive City funding to promote Beverly Hills worldwide as a stay, shop, and dine destination through marketing programs and events that build awareness and drive consumer revenue to the City.

BOLD Summer 2022 Digital Marketing Campaign

For BOLD Summer 2022, the City contracted with the CVB to design the artwork for BOLD Summer street pole banners that will be installed for up to 3 years. (The City paid for the production, installation, maintenance, removal, and storage of the banners separate from this effort directly to the street pole banner vendor through the City's existing purchase order).

Additionally, the CVB designed a digital marketing campaign to promote BOLD Summer in Beverly Hills as well as a select number of print ads following this same theme. The designs and samples may be found in Attachment 1 to this report. Results regarding the digital ad campaigns will be provided at a later date as the BOLD Summer campaign will continue to run throughout the Summer.

The total cost for design of the banners and the digital marketing campaign was \$151,500 of which the CVB paid \$1,500 from its FY 22/23 work plan. The City provided a separate allocation of \$150,000 to the CVB in addition to the CVB's FY 21/22 and FY 22/23 work plans, which was approved by the City Council on May 24, 2022 .

BOLD Holidays 2022 Digital Marketing Campaign

For BOLD Holidays 2022, the CVB is proposing to execute a digital marketing campaign as well as advertising videos. Unlike the BOLD Summer 2022 campaign, the street pole banner designs already exist and were approved in 2021 to be utilized for up to 3 years. The CVB BOLD Holidays 2022 campaign will have a unique look separate from the 2021 approved BOLD Holidays street pole banner designs.

The total cost for the CVB BOLD Holidays 2022 campaign effort is \$236,500 of which the CVB proposes to fund \$110,000 from its FY 22/23 work plan and is requesting the City provide a separate allocation of \$126,500 outside of the FY 22/23 work plan. This funding request, if approved by the Liaisons, would be brought forward to the full City Council for approval on August 23, 2022. Further details regarding the proposed campaign including samples from prior campaigns may be found in Attachment 1 to this report.

Carryover Funding Request from FY 21/22 to FY 22/23

The initial CVB contracted work plan in FY 21/22 was for a total amount of \$3,430,990 and later increased to include an additional \$50,000 in funding for a TV Commercial for a revised total of \$3,480,990 (this amount does not include the BOLD Summer 2022 additional funding request for \$150,000 that was approved by the City Council separately in May 2022).

The CVB has reported that not all funds received in FY 21/22 were spent as a result of various savings in operational line items. As such, the CVB has requested to carry forward those funds into FY 22/23.

Attachment 1 to this report provides the breakdown from the CVB for how the carry forward of the unused funding would be spent in FY 22/23. The total carryover funding request is \$275,664, \$150,000 was already approved for carryover by the City Council in June 2022 for use towards the FY 22/23 work plan leaving a request of \$125,664 remaining.

This funding request, if approved by the Liaisons, would be brought forward to the full City Council for approval on August 23, 2022.

U.S. Open Golf Event

The U.S. Open Golf Tournament is currently planned for June 2023 at the neighboring Los Angeles Country Club and Golf Course. The CVB is currently exploring a possible event to tie into this well-known national tournament. If a funding request is needed it will be reviewed at a later date.

FISCAL IMPACT

To carry out the proposed BOLD Holidays 2022 marketing campaign, the CVB requests an additional \$126,500 in Tourism & Marketing funding above the existing FY 22/23 work plan funding of \$4,261,470. Furthermore, the CVB is requesting to carry forward a total of \$275,664 from unused funds from the FY 21/22 work plan to be spent in FY 22/23 (this amount includes the previously approved carryover of \$150,000 leaving a request of \$125,664 remaining for carryover). If approved for recommendation, the new total budget for the CVB for FY 22/23 will be as indicated on the following page:

	Amount
CVB FY 22/23 Approved Work Plan as of June 2022	\$4,261,470
<i>CVB BOLD Holidays 2022 Funding Request for Review August 2022</i>	<i>\$126,500</i>
Total Funding Request for FY 22/23	\$4,387,970
CVB FY 21/22 Carry Over Previously Approved as of May 2022	\$150,000
<i>CVB FY 21/22 Carry Over Request for August 2022</i>	<i>\$125,664</i>
Total Budget for CVB in FY 22/23 Including Carryover Funding	\$4,663,634

The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of the transient occupancy tax (“TOT”). The City collects a total of fourteen percent TOT based on gross room sales from the City’s hotels. Two of the fourteen percent, or one-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 25 years.

The Finance Department currently estimates a TOT revenue forecast of \$44,000,000 for FY 22/23. This will result in a one-seventh amount of \$6,285,714. Staff anticipates this funding would be allocated for various programs as shown below during FY 22/23.

Description of Program to be Funded from TOT in FY 22/23	Anticipated Budget Allocation
Holiday Décor Storage	\$12,000
Intellectual Property Legal Services	\$100,000
Concours D'Elegance in 2023 – Estimate based on prior year	\$225,000
Conference & Visitors Bureau - FY 22/23 Work Plan	\$4,261,470
Rodeo Drive Committee FY 22/23 Work Plan	\$184,998
TruGreen Landscape	\$20,000
Portion of the Beverly Hills Chamber of Commerce Work Plan	\$160,530
Contingency Funding for other Tourism & Marketing Events	\$1,321,716
Total	\$6,285,714

Funding for the BOLD Holidays 2022 digital marketing campaign may be funded from the Contingency Funding for other Tourism & Marketing events listed in the chart above as \$1,321,716. For FY 21/22, staff anticipates there will be approximately \$530,000 in unused funding in the Tourism & Marketing budget (00101311-734400) across various project codes as of June 30, 2022 which may then be rolled over into FY 22/23 contingency funding for other Tourism & Marketing events. Historically, this funding has also been utilized to fund the Rodeo Drive Committee Holiday Lighting Celebration and Holiday décor. A proposal for FY 22/23 from the Rodeo Drive Committee will be brought forward to the full City Council on August 23, 2022.

It should be noted, per the adopted contract with the CVB (Section 5 the contract), the CVB is required to either:

- 1) Return any unused funding to the City within 60 days of reconciliation of expenses from the current fiscal year, or
- 2) Request approval from the City to retain unused funding as part of the FY 22-23 annual work plan.

Approval of retaining unused funding requires approval by the full City Council. The CVB is requesting approval to retain the unused funding and allocate the funding in FY 22/23 as identified in Attachment 1 to this report.

RECOMMENDATION

Staff recommends the Liaison Committee review and provide recommendations for the following:

1. BOLD Summer 2022 Digital Marketing Campaign
2. BOLD Holidays 2022 Funding Request
3. FY 21/22 Carryover Funding Request to FY 22/23

Attachment 1

BEVERLY HILLS

Conference & Visitors Bureau

City Liaisons Meeting
BHCVB BOLD Holidays
August 9, 2022



Love Beverly Hills

BOLD Summer Recap



BOLD Summer 2022 Digital Marketing

Street pole banners were designed by Yes Design Group.

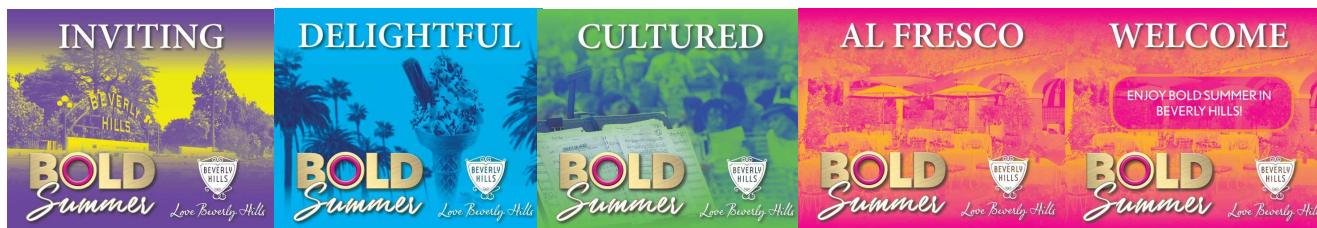
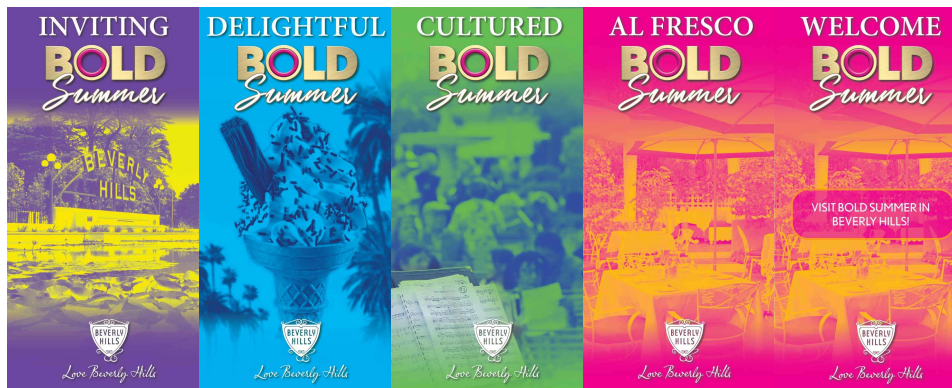


BOLD Summer 2022 Digital Marketing

Digital media marketing and conquest campaign with Datafy.





Campaign Flight: July 20 – September 6, 2022



BOLD Summer Animated Banner Frames

BHCVB BOLD Summer 2022 Itinerary

f t i pBOOK YOUR STAYMENU



Week of August 7 – 13

Sunday, August 7

- Don't miss the Picklefest contest today at the **Beverly Hills Farmers' Market** from 9 a.m. to 1:00 p.m. This certified farmers' market showcases local farmers and vendors and features a petting zoo and live music.
- Afterwards, join the City of Beverly Hills for a complimentary **Artfully Curated Guided Tour** from 11 a.m. - 12:30 p.m. Along with viewing a selection of important public artworks, this special tour is curated with the city's arborists to identify rare and important trees in historic Beverly Gardens Park, many of which were planted in 1907 when the park was founded. The tour meets at 11 a.m. at the **Beverly Hills Sign and Lily Pond** in Beverly Gardens Park. There is no cost to participate but **registration** is required. Book early as tours fill up!

Monday, August 8

- Beverly Hills has long been recognized as home to some of the world's most **unique chocolate and sweet shops**. From authentic French pastries to the original cupcake ATM which dispenses freshly baked goodies 24 hours a day, Beverly Hills is the perfect destination for sweet toothed fanatics.
- Whether you're a resident or visiting Beverly Hills, please join us at **Business with Bosse!** This new initiative was created by **Beverly Hills Mayor Lili Bosse** to put a spotlight on local businesses and see firsthand how special they are. Drop in at **Nua** this evening from 6:30 p.m. – 8:00 p.m. to meet the mayor and local community. Small bites will be served.

Tuesday, August 9

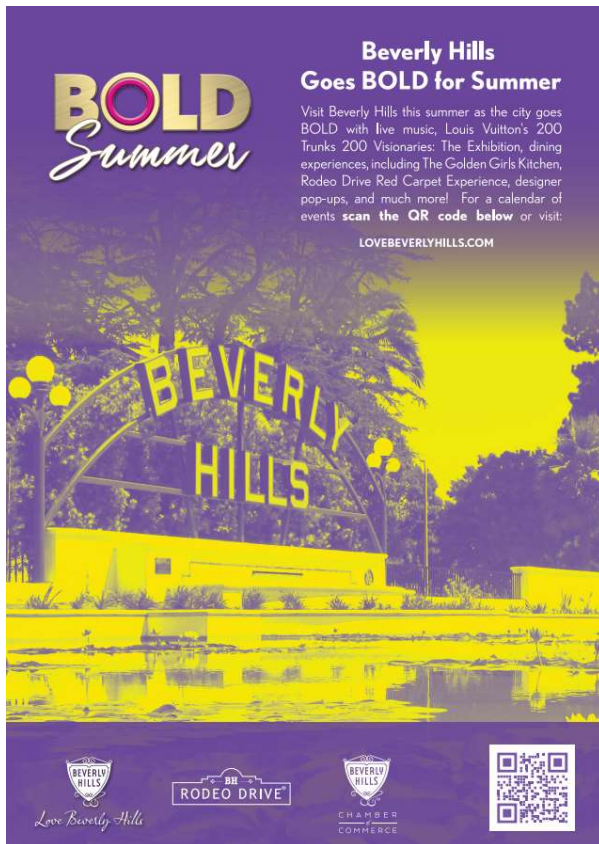
- Louis Vuitton's "**200 Trunks 200 Visionaries: The Exhibition**" is open from 10 a.m. - 8 p.m. today at 468 North Rodeo Drive to celebrate Louis Vuitton's bicentenary birthday and an ongoing tribute to his innovative legacy. The exhibition showcases Louis Vuitton trunks as reimagined by 200 of today's most notable visionaries across disciplines from arts and culture and the sciences to sports and global causes. **The exhibition is free of charge but reservations are required.**

THE FABULOUS YACHTSMEN

In addition to itinerary above, BHCVB offers a Full Events Calendar: <https://www.lovebeverlyhills.com/events>

BOLD Summer 2022 Print Advertisements

Full-page 4-color print advertisements with local newspapers.




BOLD
Summer

**Beverly Hills
Goes BOLD for Summer**

Visit Beverly Hills this summer as the city goes BOLD with live music, Louis Vuitton's 200 Trunks 200 Visionaries: The Exhibition, dining experiences, including The Golden Girls Kitchen, Rodeo Drive Red Carpet Experience, designer pop-ups, and much more! For a calendar of events **scan the QR code below** or visit:

LOVEBEVERLYHILLS.COM

BEVERLY HILLS
RODEO DRIVE
CHAMBER
COMMERCE



BEVERLY PRESS
PARK LABREA NEWS

Serving the Park Labrea, Miracle Mile, Hancock Park, Beverly Hills and West Hollywood communities since 1946.

July 28, 2022

BEVERLY HILLS *COURIER*

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

July 29, 2022

Beverly Hills
Weekly

SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

August 4, 2022

BOLD Summer 2022 Print Advertisements

Half-page 4-color print advertisement creative developed for City placement in local newspapers.

BOLD
Summer

Beverly Hills Goes BOLD for Summer

Visit Beverly Hills this summer as the city goes BOLD with live music, Louis Vuitton's 200 Trunks 200 Visionaries: The Exhibition, dining experiences, including The Golden Girls Kitchen, Rodeo Drive Red Carpet Experience, designer pop-ups, and much more! For a calendar of events **scan the QR code below** or visit:

LOVEBEVERLYHILLS.COM

BEVERLY HILLS
Love Beverly Hills

BH
RODEO DRIVE®

BEVERLY HILLS
CHAMBER
of
COMMERCE

FY 2022/23 Summer BOLD Budget

Summer BOLD Description	Amount
Concepts & Banners	\$20,000
Digital Asset Production and Development	\$14,000
Three Holiday Print Ads Plus Creative	\$7,500
Targeted Digital Media	\$110,000
TOTAL	\$151,500
PAID BY BHCVB FROM FY 22/23 PLAN	\$1,500
TOTAL APPROVED REQUEST TO THE CITY	\$150,000

BOLD Holidays Request



BOLD Holidays 2022

BHCVB to develop new BOLD Holidays 2022 advertising artwork and media to support city activities.

Total Budget: \$236,500 (\$110,000 from BHCVB FY 22/23 work plan and \$126,500 requested from the City).

\$110,000 for Concepts and Digital Media

1. Creative concepts for advertising
2. Targeted media placement to key feeder markets and demographics

\$126,500 For Advertising and Asset Production

1. Production of all digital assets
2. Microsite development
3. Videos to promote BOLD Holidays on NBC



*This is last year's creative. New concepts to be developed for this year's program.

FY 21/22 NBC Southern California Broadcast Videos

With partners Madden Media and NBC, BHCVB created, produced and broadcast two videos with host, Lawrence Zarian, promoting the [Rodeo Drive Holiday Lighting Celebration](#) and [Destination](#) during the holiday season.



FY 21/22 NBC Southern California Broadcast Videos

Media Buy Details:

- Media: NBC Los Angeles, NBC San Diego, NBC Digital & NBC Connected TV
- Regions: Greater LA and San Diego regions (Includes Orange County)
- Schedule: 6-Week NBC Flight: November 10 – December 23, 2021
- Length: Two :30 TV commercials: Rodeo Drive Holiday Lighting Celebration & Destination Holiday Getaway
- Connected TV: Programming targets \$200K+ HHI consumers
- Digital Banner Ads: Run of site on NBCLosAngeles.com & NBCSanDiego.com

Campaign Results:



- Broadcast spots: 114
 - 24 Rodeo Drive Holiday Lighting Celebration spots (November 10 - 19)
 - 90 Destination Holiday Getaway spots (November 20 – December 23)
- Total impressions: 2,186,000
- Average Media cost per thousand (CPM): \$34.09
 - Broadcast medium is no longer a buyer's market vs. prior BHCVB buys during COVID and calendar year Q4/holiday is the most expensive. Average CPM is \$35-\$65 (primetime). CPM also includes segment production and host.

FY 2022/23 Additional Funding Request Budget

Holiday BOLD Description	Amount
Concepts	*\$30,000
Holiday Microsite	\$2,500
Digital Asset Production and Development	\$25,000
Three Holiday Print Ads Plus Creative	\$13,000
Three Hanukkah Print Ads Plus Creative	\$11,000
NBC Holiday Videos	\$75,000
Targeted Digital Media	*\$80,000
TOTAL CVB CONTRIBUTION FROM FY 22/23 WORK PLAN	\$110,000
TOTAL REQUEST TO THE CITY	\$126,500

*BHCVB included in destination marketing budget as part of FY22-23.

FY 2021/22 Carryover Final

ACTUAL CARRYOVER DESCRIPTION	20/21 Remaining	21/22 Remaining	Amount to be used 22/23
Offset FY 22/23 Program of Work+		\$150,000	\$150,000
GCC Sales Mission		\$30,000	\$30,000
Salary for new position		\$20,313	\$20,313
Additional destination marketing**	\$75,351		\$75,351
TOTAL			\$275,664

+Approved by City Council June 2022

**Miscellaneous PR initiatives including a food and fashion series for social media, Happy Trails series (featuring food, drink, art, pampering, etc.), and potential Metaverse activation.

Q2: CREATIVE CAMPAIGN HAPPY TRAILS IN BEVERLY HILLS

LAUNCH TIMING: SEPTEMBER 2022

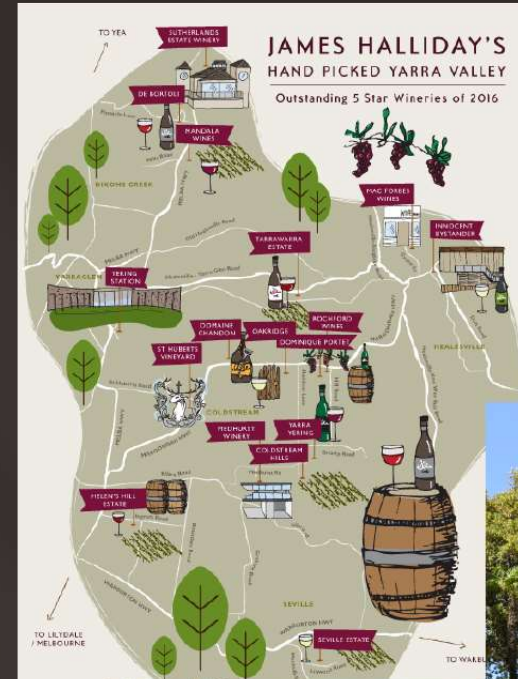
WHAT

HIGHLIGHTING BEVERLY HILLS' WALKABILITY AND ONE-OF-A-KIND OFFERINGS, CREATE A SERIES OF 'TRAILS' FOR TRAVELERS AND LOCALS TO DISCOVER THE DESTINATION. TRAILS WILL BE UNVEILED THROUGHOUT THE YEAR.

PITCH: BEVERLY HILLS LAUNCHES SET OF LIFESTYLE TRAILS FOR EASILY EXPLORING THE UNIQUE THEMES FOUND IN THE 5.71 MILE RADIUS CITY

THEME OPTIONS INCLUDE

- CHAMPAGNE AND/OR WINE TRAIL
 - EXAMPLE STOPS: WALLY'S, HÉRITAGE FINE WINES, BAR AT THE MAYBOURNE, LIVINGROOM AT THE PENINSULA, POLO LOUNGE
- SCULPTURE TRAIL
 - WILL FOLLOW THE SAME STOPS AS BEVERLY HILLS ARTWALK'S ART CONNOISSEURS SCULPTURE TOUR
- CHOCOLATE TRAIL
 - EXAMPLE STOPS: EDELWEISS, CHAUMONT BAKERY, DIANE KRÖN, TEUSCHER, ANDSONS
- WELLNESS TRAIL
 - EXAMPLE STOPS: VARIOUS HOTEL SPAS, BELLACURES, ALO YOGA, UPGRADE LABS, TOMOKO SPA
- MICHELIN-STAR TRAIL
 - EXAMPLE STOPS: MAUDE, JEAN-GEORGES, CUT, GUCCI OSTERIA, NOZAWA BAR
- CAVIAR TRAIL
 - EXAMPLE STOPS: SPAGO, ABSOLUTE CAVIAR, AVEC NOUS AT L'ERMITAGE, TATEL, JEAN-GEORGES
- ALFRESCO DINING TRAIL
 - EXAMPLE STOPS: ABOVE SIXTY, SANT'OLINA, IL PASTAIO, THEBLVD, WALDORF ASTORIA ROOFTOP
- VIP SHOPPING TRAIL
 - EXAMPLE STOPS: TIFFANY & CO., LOUIS VUITTON, SAINT LAURENT, NEIMAN MARCUS, BURBERRY, LALALUXE



Q2: CREATIVE CAMPAIGN

HAPPY TRAILS IN BEVERLY HILLS

EXECUTION

- IDENTIFY RELEVANT PARTNERS TO BE FEATURED
- PARTNERS CAN OFFER SOMETHING SPECIAL FOR TRAIL PARTICIPANTS (NOT REQUIRED).
- CREATE INSTA-WORTHY MAPS TO GUIDE CONSUMERS.
- CONSUMERS CAN STOP AT THE VISITOR'S CENTER TO PICK UP THEIR MAP AND SPECIALTY ITEM (I.E. BRANDED FLUTE FOR CHAMPAGNE TRAIL) BEFORE STARTING THEIR JOURNEY).

NEEDED

- 5+ STOPS ON EACH TRAIL

CONTENT

- LANDING PAGES ON LOVEBEVERLYHILLS.COM FOR EACH TRAIL.
- @LOVEBEVHILLS TO POST CURATED REELS FOR THE TRAILS.
- PARTNERS TO PROMOTE VIA EMAIL, SOCIAL MEDIA.

AMPLIFICATION

- PRESS RELEASE TO ANNOUNCE SERIES, WITH PITCHING TO FOLLOW AS EACH TRAIL IS UNVEILED THROUGHOUT THE YEAR.
- PITCH LOCAL AND NATIONAL, PRINT, ONLINE & BROADCAST.
- INVITE SELECT MEDIA & INFLUENCERS TO EXPERIENCE & COVER THE TRAILS.
- INVITE A KEY PUBLICATION TO PARTAKE IN THE TRAIL AND CONDUCT AN INSTA-TAKEOVER ON @LOVEBEVERLYHILLS.



Q3: CREATIVE CAMPAIGN

COUTURE CULINARY: FOOD & FASHION CONTENT SERIES

WHAT:
USE COUTURE CULINARY WEEK TO LAUNCH BHCVB'S TIKTOK CHANNEL,
OR AN INSTAGRAM REELS CONTENT SERIES HIGHLIGHTING BEVERLY HILLS
AT THE CENTER OF FOOD AND FASHION.

ENGAGE INFLUENCERS TO PAIR THEIR FAVORITE LOOKS BY PARTICIPATING
FASHION PARTNERS WITH DESIGNER-INSPIRED DISHES AT BEVERLY HILLS'
RESTAURANTS.

FURTHER DRIVING VISITATION AND PRESS, THESE DISHES WILL BE
OFFERED ON THE RESTAURANT MENUS FOR TRAVELERS AND LOCALS TO
ENJOY.

- NEEDED:**
- 3+ INFLUENCER PARTNERS
 - DESIGNER-INSPIRED DISHES AT 3+ RESTAURANTS



Q3: CREATIVE CAMPAIGN

BEVERLY HILLS CULINARY COUTURE WEEK

ADDITIONAL CONTENT

- LANDING PAGE ON LOVEBEVERLYHILLS.COM.
- @LOVEBEVERLYHILLS TO POST VIA STORIES/IN-FEED.
- RESTAURANT/HOTEL PARTNERS TO PROMOTE VIA EMAIL, SOCIAL MEDIA.

AMPLIFICATION

- PRESS RELEASE TO ANNOUNCE CULINARY COUTURE WEEK + CONTENT SERIES.
- PITCH LOCAL AND NATIONAL, PRINT, ONLINE & BROADCAST.
- PARTICIPATING CHEF(S) TO DO AN INSTA-TAKEOVER ON @LOVEBEVHILLS.
- INVITE BROADCAST ANCHORS TO GO 'BEHIND-THE-SCENES' OF CULINARY COUTURE WEEK.



FY 2022/23 Additional Funding Request

BOLD HOLIDAYS	\$126,500
GOLF EVENT**	TBD
TOTAL FUND REQUEST 8/9/22	\$126,500

**GOLF program to be presented at a later date.

Thank You

