



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 OF BEVERLY HILLS
Video Teleconference
Call in: (916) 235-1420 or (888) 468-1995
Participant Pin: 872120
Beverly Hills, CA 90210

Friday, May 29, 2020
9:00 AM

TELEPHONIC VIDEO CONFERENCE MEETING

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can participate by listening to the Special Meeting at (916) 235-1420 or (888) 468-1195 (participant code 872120) and offer comment through email at mayorandcitycouncil@beverlyhills.org

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

- 2) Proposed Fiscal Year 2020-2021 Beverly Hills Chamber of Commerce Work Plan

- 3) Adjournment

A handwritten signature in black ink, appearing to read "George Chavez".

George Chavez
City Manager

Posted: May 27, 2020

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



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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: May 29, 2020

SUBJECT: Proposed Fiscal Year 2020-2021 Beverly Hills Chamber of Commerce Work Plan

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

INTRODUCTION

Prior to the start of each fiscal year, the City Council Chamber of Commerce Liaison Committee, which currently includes Mayor Friedman and Councilmember Gold, meets to discuss the Chamber of Commerce (Chamber) 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 2020-2021 Study Session to discuss all three work plans is currently scheduled for June 16, 2020.

This report transmits the Chamber's Fiscal Year 2020-2021 work plan and requests the Liaisons review and provide direction on the plan for the June 16th 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 2020-2021 Work Plan includes 12 program items with funding request amounts provided and one item for discussion that does not have a funding request amount listed. The programs are reflective of current and upcoming City Council priorities.

Program Items with Funding Request Amounts Provided

- 1) Participation in the **COVID-19 Business Recovery Task Force** including two subcommittees of the Task Force;
- 2) Series of educational webinars, meetings, surveys, and business visitations for the **Beverly Hills COVID-19 Business Support Program**;
- 3) Organization of a soon to be re-branded **Shop Local Program**, which includes encouraging Beverly Hills residents to shop local and help businesses impacted by COVID-19;
- 4) Development and management of **Beverly Hills Commercial Property Owner's Task Force** to spur dialogue and develop ideas for commercial properties in Beverly Hills;
- 5) Participation in the **Small Business Development Center Partnership** at El Camino College, which offers one-on-one business counseling and educational seminars to businesses in Beverly Hills;
- 6) Organization and hosting of bi-annual retail market **broker's roundtables** and an additional office market broker roundtable;
- 7) Continue management of **Small Business Task Force** and add this year an emphasis on **Small Business Week/Small Business Saturday** campaigns to gather feedback and recommendations on strategies to attract and retain small businesses in Beverly Hills and promote patronizing small businesses;
- 8) Conduct a **Virtual Business Retention Mission** (New York and other cities) to replace the previous New York Sales Mission for business retention;
- 9) Maintenance of the **Economic Development Website Portal** that includes a series of economic development data tools to help existing and prospective businesses gather important statistical indicators that can inform business decision-making;
- 10) Setup and management of **Mayoral Business Retention Meetings** with the top 25 sales tax producing businesses in the City;
- 11) 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;
- 12) Produce up to 3 short professionally edited **Beverly Hills Business Recovery Videos** highlighting the recovery of businesses in Beverly Hills.

New Item with Funding Request To Be Determined

The Chamber has included one item for the upcoming fiscal year that does not have an identified funding request amount. This item is a VP of COVID-19 Business Recovery. The Chamber will provide a verbal update regarding this item during the Liaison Meeting.

- 1) **VP, COVID-19 Business Recovery** – funding request and description to be determined

FISCAL IMPACT

Along with the proposed Work Plan for the upcoming Fiscal Year 2020-2021, the Chamber requests \$293,430 to carry out the 12 programs with requested funding amounts. There is also one program for discussion that does not currently have a proposed funding request associated with the program. The \$293,430 funding request is an overall funding request decrease from last year’s approved budget equal to \$54,075 or a 15.56% decrease. This decrease is largely due to the discontinuation of several past programs and the reallocation of funding towards COVID-19 programming. The result is summarized in the table below. A detailed budget is included as Attachment 2 to this report.

Work Plan Component	Approved 2019-2020	Proposed 2020-2021
<u>Program Items</u>		
COVID-19 Business Recovery Task Force	N/A	16,100
Beverly Hills COVID-19 Business Support Program	N/A	29,100
Shop Local Program	62,590	62,590
Development and Management of Beverly Hills Property Owners Task Force (expanded from La Cienega Landowner and Property Manager Forums)	5,170	13,460
Small Business Development Center Partnership	20,840	23,140
Broker’s Roundtables (adding an office market roundtable)	10,120	12,330
Beverly Hills Small Business Task Force and Small Business Week/Small Business Saturday Campaign	17,410	38,200
Virtual Business Retention Mission (New York and other Cities)	109,600	55,925
Beverly Hills Economic Development Portal	15,600	3,950
Management of Mayoral Business Retention Meetings with Top 25 Sales Tax Producing Businesses	15,800	16,600
LA Metro Stakeholder Outreach Plan	14,350	12,085
Beverly Hills Business Recovery Videos	4,975	9,950
VP, COVID-19 Business Recovery	N/A	TBD
Subtotal	\$276,455	\$293,430
<u>Discontinued Items</u>		
San Francisco Business Attraction and Retention Mission	39,830	N/A
Destination Master Plan Strategic Support	2,150	N/A
Get To Know Your City Program	10,970	N/A
Outreach and Support of Summer BOLD	9,050	N/A
Outreach and Support of Holiday BOLD	9,050	N/A
Subtotal	\$71,050	N/A
Grand Total	\$347,505	\$293,430

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 2020-2021 operating budget as presented during this year's proposed budget sessions, the Policy and Management Department budget will have funding available for this purpose.

RECOMMENDATION

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

The Chamber and City Staff will incorporate any proposed modifications or comments and present the Work Plan to City Council at the June 16, 2020, Study Session. Afterward, City Council will be presented with a Formal Session Consent Agenda Item recommending City Council approval of the Fiscal Year 2020-2021 agreement with the Chamber.

Attachment 1



CHAMBER
of
COMMERCE

2020-21 Chamber of Commerce Work Plan with the City of Beverly Hills

- I. Beverly Hills COVID-19 Business Support and Recovery
 - A. COVID-19 Business Recovery Task Force
 - B. Beverly Hills COVID-19 Business Support Program
 - C. Shop Local Program

- II. Beverly Hills Additional COVID-19 Business Support and Economic Development
 - A. Development and Management of Beverly Hills Property Owners Task Force
 - B. Small Business Development Center Partnership
 - C. Broker's Roundtables
 - D. Beverly Hills Small Business Task Force/Small Business Week & Small Business Saturday Campaigns
 - E. Virtual Business Retention Mission (New York and Other Cities)
 - F. Beverly Hills Economic Development Portal
 - G. Management of Mayoral Business Retention Meetings with Top 25 Sales Tax Producing Businesses
 - H. LA Metro Subway Stakeholder Outreach Meetings
 - I. Beverly Hills Business Recovery Videos
 - J. VP, COVID-19 Business Recovery

Work Plan Component	Time Frame	FY: 2019-2020 Cost	FY: 2020-2021 Cost	Notes
IA. COVID-19 Business Recovery Task Force	Year-round	N/A	\$16,100	New item.
IB. Beverly Hills COVID-19 Business Support Program	Year-round	N/A	\$29,100	New item.
IC. Shop Local Program	Year-round	\$62,590	\$62,590	Continuation of shop local program under new branding.
IIA. Development and Management of Beverly Hills Property Owners Task Force (expanded from La Cienega Landowner and Property Manager Forums)	Year-round	\$5,170	\$13,460	Addition of regular meetings for property owner's group.
IIB. Small Business Development Center Partnership	Year-round	\$20,840	\$23,140	Addition of marketing and seminars.
IIC. Broker's Roundtables (adding an office roundtable)	Year-round	\$10,120	\$12,330	Adding one new roundtable focused on office brokers.
IID. Beverly Hills Small Business Task Force and Small Business Week/Small Business Saturday Campaigns	Year-round	\$17,410	\$38,200	Reduction in hard costs and staff time for Task Force; addition of Small Business Week & Small Business Saturday Campaigns to support

				small businesses.
IIE. Virtual Business Retention Mission (New York and Other Cities)	Year-round	\$109,600	\$55,925	Reduction in staff time due to refocus of trip on business retention, virtual meetings.
IIF. Beverly Hills Economic Development Portal	Year-round	\$15,600	\$3,950	Reduction in staff/cost for vendor.
IIG. Management of Mayoral Business Retention Meetings with Top 25 Sales Tax Producing Businesses (formerly called Management of Mayoral Business Retention Meetings)	Year-round	\$15,800	\$16,600	Increase in number of meetings (25 businesses vs. 12).
IIH. LA Metro Subway Stakeholder Outreach Meetings	Year-round	\$14,350	\$12,085	Reduction in hard costs and staff time.
III. Beverly Hills Business Videos (Success/Recovery)	Year-round	\$4,975	\$9,950	Increase for payment of vendor for professional video services.
IIJ. VP, COVID-19 Business Recovery	Year-round	N/A	TBD	This item will be discussed during the meeting with the Chamber's City Council Liaisons to obtain further clarification

				and direction on this matter.
<u>Items Not Continuing in 2020-2021</u>				
San Francisco Business Attraction and Retention Mission	Year-round	\$39,830	N/A	Eliminating trip for this fiscal year; reallocated a portion of services to Virtual Business Retention Mission.
Destination Master Plan Strategic Support	Year-round	\$2,150	N/A	Removed.
Get to Know Your City Program	Year-round	\$10,970	N/A	Removed.
Outreach and Support for Summer BOLD Programming	Summer	\$9,050	N/A	Removed.
Outreach and Support for Holiday BOLD Programming	Winter	\$9,050	N/A	Removed.
TOTAL		\$347,505	\$293,430	

I. **Beverly Hills COVID-19 Business Support and Recovery**

A. **COVID-19 Business Recovery Task Force**

Overview

The Chamber is and will continue to participate in the City’s new business recovery task force group to spur dialogue and develop ideas and plans for commercial properties. The Chamber’s President and CEO will serve on two Subcommittees related to the Task Force. The Chamber will

also contribute findings and work with the City from other City Work Plan functions. to identify and implement solutions.

Objective

To convene key business leaders and City officials and staff to address key business recovery issues and to develop strategies for re-opening and re-building Beverly Hills businesses.

Description

The coronavirus pandemic has resulted in significant disruption of business and community activity. In the wake of this pandemic, the Mayor and City Council have convened a COVID-19 Business Recovery Assistance Task Force to address key business recovery issues. The Task Force met for the first time in April 2020 with meetings to occur regularly thereafter on a schedule to be determined.

The Chamber, through its President and CEO, is serving on the Task Force and has also been asked to serve on two sub-committees of this Task Force, the:

- (1) Tourism/Hospitality/Restaurants Subcommittee; and
- (2) Retail/Property Subcommittee.

The Chamber's commitment and involvement to this Task Force will include the following:

- (1) attending and participating in regular meetings of the Task Force and Subcommittees, including providing any additional input to partners by phone or email before or after meetings;
- (2) working with the task force to identify and recommend specific recommendations and deliverables;
- (3) conducting research as needed in between meetings to better inform the Committee on key ideas, recommendations or obstacles;
- (4) working in partnership with the City to identify proposed solutions to any opportunities or challenges that are identified; and
- (5) implementing solutions as needed.

Metrics

Participate in all regularly scheduled meetings of the Task Force and Subcommittees to identify key opportunities, challenges and recommendations for business recovery in the City. Be available for consultation via email, phone or in person regarding key decisions or questions. Conduct research and prepare communication as requested with key summaries and findings and work with the City to implement recommendations and solutions to issues that have been identified.

Conclusion

The total cost for this item is \$16,100. A cost breakdown is available in Attachment A.

B. Beverly Hills COVID-19 Business Support Program

Overview

A series of educational and collaborative webinars/meetings, surveys and business visitations to provide education and information about key business resources and to gather critical data and information for the City, Chamber and partners to inform business support programming.

Objective

To provide a wide range of business support services in an easy to access format with direct access business support organizations. To reduce confusion in the business community about important rules, regulations and resources. To better inform the City, Chamber and its partners about the state of the business community and methods to support the business community.

Description

Businesses in Beverly Hills generate approximately 70 percent of General Fund Revenue per year. As a result, it is important to help support and help businesses get back on their feet following the COVID-19 pandemic to help revive businesses which will in turn increase revenue to the City and its high level of services.

The Chamber proposes to have an educational business support and recovery program to help advise businesses as they recover from this crisis. This program would include the following two elements:

- (1) Beverly Hills Business Support and Recovery Webinars
- (2) Conduct a bi-weekly (once every other week) 2-3 hour “walk the neighborhood”

Beverly Hills Business Support and Recovery Webinars

These webinars/meetings would bring together key business advisors from the local, county and state level on a monthly basis to provide real time updates and support to businesses as well as to update businesses on key new City initiatives, laws and resources. These meetings could include:

- (1) Beverly Hills staff liaison;
- (2) a business advisor from the Small Business Development Center;
- (3) a representative from the Los Angeles County Economic Development Corporation;
- (4) State of California; and

(5) SBA or other federally focused business representative. These representatives would be brought to together to provide “one stop shopping” for questions about business resources and support measures.

The meetings could be organized by industry (restaurants one month, followed by professional services, medical, retail, etc.) or be kept general, and be adjusted as necessary to accommodate changes in the recovery phase from this pandemic. The meetings would help educate businesses on resources for them and also serve as a way for the Chamber and City to help direct businesses to available services (such as the complimentary consultation services offered by the SBDC) as well as to help unearth and resolve key business issues. Additionally, these meetings can be used to cross-promote the My Beverly Hills Shop Local Program. The Chamber proposes to hold these webinars/meetings approximately monthly. The timing and frequency of these meetings can be adjusted depending on need and circumstances.

Conduct a bi-weekly (once every other week) 2-3 hour “walk the neighborhood”

This effort would involve canvassing a different street or streets every other week to greet local ground floor retail and restaurant businesses and find out how they are doing. This walk can be done with a City staff member if available and be used to remind businesses of important updates, learn of their concerns and relay any action items to Chamber or City staff. The walk will only be done once it is safe to do so and in compliance with City, County and State laws and regulations regarding COVID-19.

The purpose of the walk would be to engage all ground floor retail and restaurant businesses, to find out in a personable way how each business is faring, and to gather information by use by the Chamber, City and its partners in formulating and revising effective business support and recovery policies. The Chamber will prepare a summary after each walk of the businesses visited and any findings/recommendations.

Metrics

Host monthly webinars/meetings to educate the business community on resources available to them. Execute an online survey of Beverly Hills businesses to identify key business issues and concerns and create a report with summary and recommendations. Conduct a bi-weekly (once every other week) “walk the neighborhood” on a different street each time to greet local ground floor retail and restaurant businesses and prepare reports with findings. Partner with City to follow up on actions items.

Conclusion

The total cost for this item is \$29,100. A cost breakdown is available in Attachment A.

C. Shop Local Program

Overview

Soon to be rebranded, the Shop Local Program (formerly known as “My Beverly Hills”) is a program which focuses on connecting businesses and residents and to encourage residents to shop locally. In 2020-2021, the Chamber proposes to focus and enhance the program by helping drive traffic to a wide variety of local businesses to help them recover from the COVID-19 pandemic.

Objective

To connect residents to businesses and to encourage residents to shop in Beverly Hills. To help local businesses recovery from the COVID-19 pandemic.

Description

The Chamber’s shop local program has been in existence began in 2012 and was renamed “My Beverly Hills” in 2014 with an ongoing focus on encouraging Beverly Hills residents to shop local and help businesses impacted by local construction.

This year, the Chamber 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 Gratitude, Caufields and California Pizza Kitchen. The Chamber has received positive feedback from those business about the exposure the My Beverly Hills program has provided their business.

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 bi-weekly profiles, including businesses such as Mr. Alex (clothier), Il Cielo, Alo Yoga and Sugarfish. 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 to encourage businesses to get involved.

Plan for 2020-2021

In light of the COVID-19 pandemic and the crucial need to support local businesses and the sales, property tax and other revenue that flows to the City, the Chamber proposes to update and enhance the My Beverly Hills program to take account of recent events.

The Chamber proposes a flexible program that will adjust as needed to take account of health orders and laws impacting business openings and to adjust the program focus as the economy reopens. For example, when retail stores are allowed to open, the program can shift attention towards their opening or adjust the campaign based on changes in the economy and status of different industries.

In partnership with the City, the Chamber has also been looking at a rebrand of the program to fit in with the efforts of the City and partner agencies.

The Chamber proposes a coordinated shop local campaign across all business industries and neighborhoods. The campaign will include the following:

- Quarterly campaigns in partnership with the City campaigns focused on either holiday or special events (such as Valentine's Day, the Holidays, etc.) or key re-opening dates for businesses. The industries to be highlighted will be expanded to include all sectors of the economy, including:
 - Retail
 - Hospitality
 - Medical/health care
 - Professional services (law, accounting, insurance, real estate, etc.)
 - Restaurants
 - Entertainment
 - Banking
 - Other

These campaigns would encourage through themed marketing, people to shop and utilize local services and highlight a range of different businesses. The focus of the e-blasts and marketing associated with these campaigns can be calibrated depending on the state of the economy and different sectors.

- Short live format videos via Instagram, Instagram Live and/or other social media platforms highlighting different commercial neighborhoods or sectors and encouraging people to visit and shop. These videos could feature a select number of specific businesses or feature streets, industries as a whole. Select speakers known in each industry or neighborhood could be invited to speak. The videos can be done on a regular schedule so viewers know to tune in and become regular viewers. Additional,

professionally edited videos could also be included as part of a wider shop local campaign.

- Weekly social media features and bi-weekly business profiles on local businesses with the plan to do one in depth profile every other week and over 200 social media posts per year. The Chamber will develop a list of business profiles which are at least 50 percent non-member and will feature businesses across different industries as well as in all the different commercial neighborhoods of the City to be as inclusive as possible.
- Assuming some social gatherings are allowed, convening smaller, monthly My Beverly Hills mixers at different locations in the City to highlight local businesses. If mixers are not allowed, re-purpose the services in collaboration with the City depending on the needs of the business community, including hosting online gatherings or “live” events on social media.
- Increased efforts to expand the reach of the My Beverly Hills Shop Local Program. Work with other membership organizations to partner on virtual or in person events or marketing campaigns and work in partnership with the City to increase residential involvement.
- Monthly My Beverly Hills Shop Local Newsletter with key community updates, information about new business openings, upcoming events and other important information for residents and businesses.

Metrics

- Organize and execute quarterly campaigns in partnership with City highlighting opening or development of key economic sectors and/or seasonal events.
- Execute regular (monthly) live videos highlighting different neighborhoods and businesses.
- Execute up to twelve My Beverly Hills small in person events at Beverly Hills businesses.
- 200 + social media posts regarding the My Beverly Hills program, important news items and upcoming programs.
- Bi-weekly profiles of businesses in Beverly Hills.
- Monthly My Beverly Hills Shop Local Newsletter with key community updates, information about new business openings, upcoming events and other important information for residents and businesses.
- 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 A.

II. Beverly Hills Business Programming and Development

A. **Development and Management of Beverly Hills Commercial Property Owner’s Task Force**

Overview

The Chamber will manage regular meetings of a new commercial property owner’s task force to spur dialogue and develop ideas and plans for commercial properties. The Chamber will also prepare a report with findings and work with the City to identify and implement solutions.

Objective

To encourage dialogue between commercial property owners and the City about recent developments and ways to work together. To identify key opportunities and challenges to fill and retain tenants in commercial properties in the City and key economic development and sustainability initiatives the City and property owners can engage in.

Description

Commercial property owners represent a key decision maker and influencer in the future of the City’s economic development and sustainability. Amongst other things, property owners have key influence over the impact of the City and Chamber’s business retention and attraction efforts (such as the New York Business Trip) making decisions over which tenants to accept, what projects to consider and what rent to charge. As such, it is important to facilitate regular discussions between the City and commercial property owners. This is especially true given the COVID-19 pandemic.

Opening a dialogue with landlords will be critical to helping fill vacancies, finding brands that align with Beverly Hills, and ensuring a successful mix of businesses.

To that end, the Chamber proposes to manage a property owner’s task force to facilitate discussions between property owners and the City, to identify areas of cooperation and to facilitate optimal outcomes regarding the leasing and use of commercial property in the City. The Task Force would be structured similarly to the Small Business Task Force, with 2 City Council Liaisons, Chamber and City staff and a roster of Task Force members.

The Chamber’s work will include:

- (1) identifying an approximately 15-20 member Task Force group in consultation with the City and its partners 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 having up to 10 meetings per year;
- (3) working with the Task Force to identify and recommend specific deliverables;

(4) preparing meeting summaries and reports 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 to any opportunities or challenges that are identified and to implement such solutions as appropriate.

Metrics

Develop a property owner's Task Force, conduct up to 8 meetings to identify key opportunities, challenges and recommendations to the City. Prepare a report with key findings and work with the City to implement recommendations and solutions to issues that have been identified.

Conclusion

The total cost for this item is \$13,460. A cost breakdown is available in Attachment A.

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, and Marc Maretsky Insurance Services. During this fiscal year (July 31 to May 1), 74 one on one consultations totaling over 100 hours of time have taken place with local businesses.

Educational seminars (Business Needs 2 Know) have occurred once a month and have also been successful with attendance averaging about 15 people on topics such as social media, marketing,

and accounting principles. In partnership with the City, the Chamber also organized a seminar on Americans with Disabilities Act (ADA) compliance following a rash of lawsuits against Beverly Hills businesses. The program was attended by over 30 local businesses and was well received. These seminars will continue to be offered once a month virtually (or in person when it can be safely done) and be publicized by the Chamber and the SBDC. Following the development of the COVID-19 pandemic, the Chamber and SBDC intensified their services, having a webinar approximately every 1-2 weeks on topics including access to business loans, utilizing online media platforms, and how restaurants could successfully get through this difficult period. At a recent webinar on business loans available to companies in light of the COVID-19 pandemic, the event had over 170 attendees.

The Chamber, City and SBDC continue to gather feedback about meaningful programming and tailor the programs accordingly in light of the changing conditions during the pandemic.

For the 2020-2021 year, the Chamber proposes to continue the program with complimentary one-on-one coaching and increase programming to up to 14 educational seminars (vs. 12 last year) available to Beverly Hills businesses and a modest increase in funding to account for the increased services by the SBDC (from \$8,000 to \$9,000 annual contract with SBDC – the SBDC receives a matching grant from the State of California so their total compensation will be \$18,000). SBDC has and will continue to provide increased value and outreach during the COVID-19 pandemic and recovery, including conducting additional webinars, additional outreach beyond that which they have done in the past. This includes attending Chamber networking events and City Work Plan events such as the Small Business Task Force as needed. The programming is targeted towards Beverly Hills businesses and Beverly Hills residents with business consulting needs.

Metrics

Conduct up to 14 Business Needs 2 Know virtual or in person events and facilitate approximately 60 one on one consultations (virtually or in person) with a SBDC business development consultant for local businesses.

Conclusion

The total cost for this item is \$23,140. A cost breakdown is available in Attachment A.

C. 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. The Chamber will organize a new, additional roundtable focused on the commercial office market in Beverly Hills.

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 COVID-19 business recovery.

Description

The Chamber will organize and host two Broker's Roundtable meetings focused on the retail real estate market. In addition, as a new element, the Chamber proposes to add an additional Roundtable focused exclusively on the commercial office market in Beverly Hills.

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. These Roundtables will also provide an opportunity to understand the impact of the COVID-19 pandemic on the commercial real estate market and provide input on potential recovery strategies.

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 have 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 a proposed development by the Beverly Hills Land Company and projects planned by LVMH and the Beverly Hilton.
- The Group discussed the City's enactment of an urgency ordinance lowering parking requirements and fees for restaurants and evaluating options for other commercial uses. The brokers in previous meetings had encouraged the City to review the City's parking requirements.
- The Group engaged in extensive discussions about commercial vacancies and both the brokers and the City learned important information. For example, a new Mexican restaurant from the Barridge group is opening in 2020 in the Rodeo Collection and the company Talbots is taking a space on Brighton Way.
- The Chamber utilizes the meeting as opportunity to discuss and connect the brokers to business attraction targets from the New York and San Francisco Business Attraction trips. For example, the Chamber provided a one-sheet to businesses about top prospects

and provided several leads, including some to Garden House Beverly Hills, a mixed use development opening in Beverly Hills.

- The second Broker's Roundtable is planned for June 2020.

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 anticipated increase in the number of commercial retail vacancies due to the COVID-19 pandemic. The Chamber currently invites about 50 brokers to these meetings and continues to develop the invitation list.

The existing Broker's Roundtables have been primarily focused on retail and restaurant openings. Therefore, the Chamber believes there is an opportunity to host an additional Broker's Roundtable exclusively focused on commercial office space in Beverly Hills. Office space represents a key aspect of the City's economy and a roundtable focused on this area will provide the City and Chamber an opportunity to gain a better understanding of office vacancies and conditions and for brokers to learn about City priorities. Therefore, the Chamber proposes to put together one Broker's Roundtable specifically for commercial office brokers. The Chamber will research and gather names of brokers to invite, conduct research on key issues to discuss and organizing the meeting at the Chamber of Commerce. If successful, the Chamber is open to increasing the frequency of these roundtables.

Metrics

Execute two Broker's Roundtables focused on the commercial retail market and one on the commercial office market in Beverly Hills. Obtain attendance of 20 + brokers to each meeting. Gather information about specific vacancies that can be used to support COVID-19 recovery efforts and to attract companies to return to storefronts and offices.

Conclusion

The total cost for this item is \$12,330. A cost breakdown is available in Attachment A.

D. Management of Beverly Hills Small Business Task Force and Small Business Week/Small Business Saturday Campaigns

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 2018, in partnership with the City, the Chamber helped to reconstitute the Small Business Task Force, which had first been established in 2011. The Task Force consists of approximately 15 small businesses throughout Beverly Hills and whose purpose is to attract and retain small businesses in Beverly Hills. The Task Force meets approximately once a month and includes lively discussions on issues such as foot traffic, parking, increasing street life, signage, permitting and other important subjects. The meetings are open to any Beverly Hills small businesses.

In 2019, after several months of discussion and analysis, the Task Force developed a set for 4 recommendations to the City Council. The four recommendations were to:

- (1) Lower parking requirements for restaurants and gyms;
- (2) Streamline and provide more cost effective ways for business owners to update their storefront signage;
- (3) Incentivize vacant storefront beautification by simplifying and streamlining the process for approvals of beautification efforts; and
- (4) Allow “Leased” signs to remain on storefronts for additional time and create a template for businesses to display that they are “Coming Soon.”

The Chamber presented these recommendations to the City Council in November 2019. The Beverly Hills City Council unanimously supported all four recommendations. One of them (lowering parking requirements for restaurants) has already been implemented via an urgency ordinance. The Chamber is working with the City to help implement the other recommendations. The Chamber and City continue to partner together to examine both short term and long term action items. The Task Force is now meeting to discuss additional opportunities and focus areas for 2020 and beyond.

The Chamber proposes to continue the work of managing task force for 2020-2021. 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, including identifying agenda items and supporting documentation for the meetings. 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. The Task Force can also relay findings to the COVID-19 Business Recovery Task Force to aid them in their work.

In addition to managing the Task Force itself, the Chamber proposes to execute additional small business¹ promotions to help the community recover from this crisis, specifically promotion and execution of events in connection with Small Business Week and Small Business Saturday.

Small Business Week is typically the first week in May of each year and recognizes the contributions of small businesses to our economy.² As the US Government’s Small Business Administration reports “More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.” As such, small businesses are critical to the economy, and particularly in light of the challenges brought by the COVID-19 Pandemic.

- Execution of a half-day Small Business Summit at the Chamber Board Room (or virtually/via other venue if available) during Small Business Week with a summit of panelists and experts on critical small business issues, including those related to recovery from COVID-19. The content of the Summit can be developed in consultation with the City, but in general would include (1) panel discussions of key business opportunities and challenges in the new economic environment, (2) workshops on topics and issues particular to Small business in Beverly Hills and ways to resolve them; (3) areas for small business to display flyers or avenues for their services; and (4) opportunities for small businesses to network and mingle with each other and other attendees.
- Manage a “shop a neighborhood” promotion highlighting a different commercial neighborhood in the City of Beverly Hills each day of small business week and encouraging people to shop at establishments in those areas.
- Online social media posts and buys each day of Small Business Week highlighting stories of business success and overcoming challenges brought by the pandemic.
- Organizing the Small Business Task Force for a proclamation and statement in support of Small Business Week at a City Council meeting.

The Chamber proposes a somewhat similar campaign for Small Business Saturday. Small Business Saturday was founded by American Express in 2010 and is held the Saturday after Thanksgiving. Its purpose is to highlight small business and encourage shopping on this day. The

¹ The definition of a small business varies, but the Chamber proposes to use the standard definition used by the SBA. See <https://www.fundera.com/blog/sba-definition-of-small-business#what>

² <https://www.sba.gov/national-small-business-week>

Chamber will organize outreach efforts to promote Small Business Saturday in November 2020 (November 28). In past years, the Chamber has conducted a number of events in connection with Small Business Saturday, including a rally, “Walk with the Mayor”, launch events and other online and social media promotions.

For 2020, the Chamber will promote Small Business Saturday to the Beverly Hills business community in partnership with American Express as follows:

- Create awareness and encourage Beverly Hills businesses to sign up to participate and take advantage of resources through American Express
- Produce an online (or in person) mixer launch event in the weeks leading up to Small Business Saturday. This launch event will feature an overview of Small Business Saturday, a speaker with an update on how small businesses are doing and what can be done to help, a call to action in the form of and a connection to a link on the My Beverly Hills website with specials and other business stories.
- Ongoing electronic and social media promotion across all platforms.
- Day of programming:
 - If safe to do so, manage an event visiting a variety of local businesses and encouraging participants to shop at each stop and encouraging businesses on the trail to offer exclusive specials. In the alternative, the Chamber could do a virtual event highlighting specific businesses.

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.

For Small Business Week, execute a half day summit and associated campaign highlighting small businesses in different neighborhoods of the City. For Small Business Saturday, producing an online (or in person) mixer launch event attended by 60 or more people; secure participating businesses for Small Business Saturday and, if safe to do so, execute an event visiting 8-10 businesses.

Conclusion

The total cost of this item is \$38,200. Please see the attached cost breakdown in Attachment A.

E. Virtual Business Retention Mission (New York and Other Cities)

Overview

Outreach, preparation and virtual meetings with corporate offices of Beverly Hills businesses in New York City and other cities for COVID-19 business support and recovery.

Objective

To work with the corporate offices of key Beverly Hills businesses to discuss and collaborate on strategy for business support and recovery from the COVID-19 pandemic. Maintain relationships with the most promising business attraction prospects for future long term moves to Beverly Hills.

Description of Previous New York Missions 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 2019-2020, the Chamber scheduled and conducted 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 Cote (Michelin starred Korean Steakhouse), Artechouse (digital art experience), and Showfields (experiential platform for online retailers). It also included meetings with key existing stakeholders such as LVMH, Gucci 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. For example, the Chamber is pleased to report that following a visit to business attraction target Onitsuka Tiger, a Japanese shoe retailer, the company signed a lease to open a location in Beverly Hills at 474 N. Rodeo Drive and 9495 Santa Monica Blvd. The Chamber and City staff spent significant time courting and guiding the company as it explored and is now executing plans to open in Beverly Hills.

Several other companies from the trip have already visited Beverly Hills to explore opportunities. For example, the company Cote, a Korean Steakhouse, visited Beverly Hills in late fall of 2019 and took a look at several commercial spaces. The owners of Artechouse, a digital art experience, visited Beverly Hills in December 2019 and met with Chamber and City staff about potential opportunities in our City. The Chamber and a broker also had a follow up conversation with luxury retailer Gabriella Hearst which is interested in exploring opportunities in 2020.

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 the company's intent to develop a hotel at the former location of Brooks Brothers on Rodeo Drive. During a meeting with key stakeholders at Saks 5th Avenue, the delegation learned key details of Saks' growth strategy and intent to expand its presence in Beverly Hills.

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

1. Onitsuka Tiger, a Japanese shoe retailer, was visited in New York in 2019 and has signed a lease in Beverly Hills with plans to open in 2020.
2. Berluti, a high end shoe store, was visited in New York in 2014 and 2015 and opened a store in Beverly Hills in 2017.
3. Famed chef Geoffrey Zakarian was visited in 2015 and opened the restaurant Georgie (it has since closed) in Beverly Hills in 2016.
4. La Colombe Coffee Roasters was visited in 2013 and opened a café on South Santa Monica Blvd. in Beverly Hills in 2017.
5. Laduree (macarons), was visited in 2011 and opened a location in Beverly Hills in 2016.
6. Vosges Chocolate was visited in 2006 and leased space on North Beverly Drive in 2011 (it has since closed).

Description of Planned 2020-2021 Virtual Business Retention Mission

In light of the COVID-19 pandemic, the Chamber proposes that the 2020-2021 mission be adjusted to be done virtually and focus primarily on business retention, meeting with the corporate offices of key Beverly Hills businesses such as companies on Rodeo Drive, Department Stores, and other key retail, office and professional services tenants based in New York and elsewhere around the country. The delegation could consider a group virtual meetings with some of the smaller companies on Rodeo Drive and other streets to discuss Beverly Hills business support and recovery efforts (safety guidelines permitting). The delegation will reserve one on one meetings for larger companies (such as LVMH, Saks 5th Avenue, Gucci, etc.) These meetings will be used to relay details about Beverly Hills economic support and recovery efforts as well as to learn how each business is faring, developing joint strategies to help the economy and understanding how each side can collaborate together going forward. Additionally, as part of the trip, the delegation may be interested in meeting (virtually) with New York economic development personnel to compare their efforts to deal with the pandemic.

The Chamber also proposes to have a much smaller portion of the mission devoted to maintaining relationships with the most promising business attraction targets from the recent past to maintain the momentum achieved from past meetings. The focus of these meetings

would be on bigger restaurants, retailers and other experiential businesses that appear to have sufficiently recovered that expansion is in their future.

The Chamber proposes that these meetings take place over several days in the fall, winter or spring, condensed into a similar format as the trips to New York (with a daylong series of meetings to condense the amount of time required). These meetings would be attended by the Mayor, Vice-Mayor, senior City staff and Chamber personnel and allow the City and Chamber to gather ideas and develop feedback that can be taken into account in developing a business response strategy to the COVID-10 crisis and recovery phase. As with the New York and San Francisco trips of the past, the team could 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 develop a roster of key businesses to meet with as well as research select businesses to re-approach for attraction meetings and assess which existing businesses in Beverly Hills would most benefit from a visit.

Metrics

The Chamber will plan to set up between 20 and 25 virtual meetings over the course of several days (schedule to be determined).

The Chamber's goal will be to discuss with corporate offices, in partnership with the City, the key business support and recovery items the City is working on, to gather any input and recommendations from corporate offices and to implement and collaborate with these businesses on solutions as appropriate.

Conclusion

The total cost for this item is \$55,925. A cost breakdown is available in Attachment B.

F. 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. Additionally, the City, Chamber and other partner agencies can highlight and utilize such data to provide to our existing business community as they recover from the COVID-19 pandemic and to provide to new businesses going forward who may be deciding on where to locate their business.

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 2020-2021, 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 \$3,950. A cost breakdown is available in Attachment A.

G. Management of Mayoral Business Retention Meetings with Top 25 Sales Tax Producing Businesses

Overview

The Chamber will set up and manage meetings with the Top 25 sales tax producing businesses in Beverly Hills.

Objective

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

Description

In past few years, the Chamber has scheduled a series of business retention meetings with key Beverly Hills businesses (typically 12 businesses per year) across different sectors to identify key successes, challenges and areas for businesses and the City to work together. In light of the COVID-19 pandemic, the Chamber proposes to revamp the Business Retention Meetings to focus on the top 25 sales tax producing businesses in the City (which span a wide variety of industries including vehicles, luxury goods and hotels). These businesses are critical to revenue for the City and it will be important to understand their current situation and ways we can work together to support business recovery.

As in past years, the Chamber proposes for 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. In light of the pandemic, the meetings can be scheduled virtually or in person as safety guidelines dictate. The goal of these meetings is for the City and Chamber 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. More specifically, the meetings can help uncover the current state the highest tax producing businesses, ways to keep them in Beverly Hills and how the sectors represented by these businesses are faring.

The Chamber will develop a matrix of businesses in consultation with the City, focusing on large employers that are important to the local economy and tax base. 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, these meetings have uncovered important information. For example, in December 2019, the City and Chamber met with several car dealerships including O’Gara Coach, Mercedes-Benz and Cadillac. The group learned that each dealership had a very strong 2019 and that the luxury market continues to grow in Beverly Hills. At the same time, the dealers reported significant challenges parking their own and customer vehicles and the City and Chamber are looking at potential solutions. A separate meeting included retailers along N. Robertson Blvd. who also reported business is good but that they also have significant challenges with customer parking.

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, the Chamber and City discussed their concerns and the City replaced the signage to provide more clear directions.

The planned program for 2020-2021 is as follows:

- Schedule meetings with the top 25 sales tax producing businesses with the Mayor’s Office. The Chamber will work to condense these meetings into industry groupings of between 2-4 participants as appropriate to reduce the total number of meetings.
- 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.

Metrics

All of the businesses the City and Chamber have met with 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 \$16,600. A cost breakdown is available in Attachment A.

H. 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 2019-2020, the Chamber has organized and managed a series of monthly stakeholder meetings at the Chamber of Commerce for business stakeholders in the area of the Wilshire/Rodeo station. 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) providing input on improved communications and other business mitigation efforts.

One of the key outputs of these meetings has been that business owners have 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. For example, 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 which provided first of its kind protection for business and other mitigation efforts. Since that time, the meetings provide an opportunity to discuss the status of construction, discuss options for a north side entrance and exit to the station, frequent communication about the status of construction and to discuss any major concerns or opportunities.

For 2020-2021, 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 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 on a monthly basis 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 \$11,185. Please see the attached cost breakdown in Attachment A.

I. Beverly Hills Business Recovery Videos

Overview

Produce up to 3 short professionally edited videos highlight the recovery of businesses in Beverly Hills and/or promoting joint messaging of the Chamber and City about business recovery efforts following the COVID-19 pandemic.

Description

The Chamber in partnership with the City anticipates a number of important economic recovery efforts in the wake of COVID-19. Video overviews and highlights can be a method of providing great value to the business community as well as to highlight the work the City is doing on economic recovery and to communicate new development.

The Chamber proposes to work with a videographer to produce up to 3 videos highlighting the City's recovery efforts. The Chamber would, in cooperation with the City, help select potential topics, 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 videos through a number of channels, including social media, at appropriate stakeholder meetings and in the wider community.

Metrics

Produce up to 3 short business recovery videos (1-2 minutes in length). Utilize videos as appropriate to help promote economic recovery efforts.

Conclusion

The total cost for this item is \$9,950. A cost breakdown is available in Attachment A.

J. VP, COVID-19 Business Recovery

This item will be discussed during the meeting with the Chamber's City Council Liaisons to obtain further clarification and direction on this matter.

Attachment 2

Beverly Hills Chamber of Commerce - City Work Plan Initiatives, FY 2020-2021

Attachment A

	Hard costs	Labor (hours)	Labor (costs)	Total Cost
Timeline: Year-round				
COVID-19 Business Recovery Assistance Task Force				
Attend and contribute to regular Task Force meetings; serve on Subcommittees provide consultation as requested, conduct research and communicate findings as requested.		55	\$12,150 (@45 hrs. - CEO, @ 10 hrs - VP)	\$12,150
Prepare reports as requested with research, ideas and recommendations obtained from other groups such as the Small Business Task Force; work with City and partners to identify and implement solutions; communicate findings and requests to community.		20	\$3,850 (@5 hrs - CEO, @ 15 hrs. - VP)	\$3,850
Incidental costs	\$100			\$100
Total				\$16,100
Timeline: Year-round				
Beverly Hills COVID-19 Business Support Program				
Beverly Hills Business Support and Recovery Webinars; develop and prepare agendas and content, conduct background research and arrange logistics, send and manage invitations, and manage regular meetings and handle follow up questions and direct inquiries to proper business support channel		50	\$15,600 (@5 hrs. - CEO, 30 hrs - VP, 15 hrs. - Manager)	\$15,600

Conduct a bi-weekly (once every other week) “walk the neighborhood” with City and any other business partners to engage business in COVID-19 response; determine status of businesses; prepare outline of visits and summary with results and action items for follow up and work with City as needed to implement.		75	\$13,000 (@40 hrs - VP, 35 hrs. - Director, 10 hrs.)	\$13,000
Supplies, incidentals, etc.	\$500			\$500
Total				\$29,100
Timeline: Year-round				
Shop Local Program				
Execute Shop Local Program including campaigns in partnership with City highlighting re-opening of business sectors; short form videos to promote re-opening of local businesses, e-newsletter, campaign in partnership website page development and maintenance, social media posts, development of content, and communication to other stakeholders; business profiles (bi weekly), and increasing email subscriber list through online and in person outreach. Participate in partner meetings on subject.	\$800	435	\$41,125 (@20 hrs - CEO, @ 50 hrs - VP, 40 hrs. - Director, 325 hrs. - Program Coor.)	\$41,925
Execute Small My Beverly Hills Programs (online and in person - 1 per month) Meeting set-up and coordination, including invitations, management of RSVPs, managing and set up of raffle prizes and content of event.		60	\$12,960 (@ 12 hrs. - VP, 48 hrs. - Program Coor.)	\$5,280
Attendance at webinars and events and management supporting Beverly Hills businesses, including check-in, announcements, raffles, set up and break down		78	\$ 8,385 (@ 6 hrs. - CEO, 12 hrs. - VP, 10 hrs. - Director, 50 hours, Program Coor.)	\$8,385
Video equipment and/or vendors for promotional videos,	\$3,000			\$3,000
Digital costs for media, any food and beverage, raffle prizes, etc.	\$4,000			\$4,000
Total				\$62,590
Timeline: Year-round				
Development and Management of Beverly Hills Property Owners Task Force				

Develop and Manage Task Force; provide input on composition of Task Force members, develop and prepare agendas, conduct background research arrange logistics, send and manage invitations, and manage up to 10 Task Force meetings and associated meetings with City staff; work with City and landlords between meetings to analyze and provide solutions to topics that arise as well as to connect landlords to resources.		72	\$9,000 (@ 12 hrs. - CEO, 40 hours - VP, @ 20 hours - Program Coordinator)	\$11,260
Prepare reports with summary of meetings and recommendations from the Task Force; work with City and partners to develop and implement solutions with specific deliverables as appropriate; follow up on recommendations as needed		10	\$1,900(@ 2 hr. - CEO, 8 hrs - VP)	\$1,900
Printing costs/supplies/light hospitality	\$300			\$300
Total				\$13,460
Timeline: Year-round				
Small Business Development Center				
Annual Cost of Services provided by SBDC (matched by State of California for total of \$18,000)	\$9,000			\$9,000
Management of program, including creation and up to 14 webinars/programs, managing meeting dates and times, marketing of program through Chamber and other channels, and managing program and consultation registrations	\$400	82	\$13,740 (@ 4 hrs. - CEO, 20 hrs. - VP, 48 hrs. - Director, 20 hrs., Program Coord.)	\$14,140
Benefits of Partnership (& Costs):				
On-site and Phone Business Consultants				
Webinars or Monthly Seminars at Chamber Board Room (+ 2 additional webinars if requested)				
Conf. Room Rental (Consulting Sessions & Seminars)				
Misc. Staff Administrative time				
Total				\$23,140
Timeline: Year-round				
		Hours	Costs	

Broker's Roundtables			
Winter 2020 Retail Broker's Roundtable			
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		25	\$4,010 (@ 4 hrs. - CEO, 15 hrs. - VP, 6 hrs. - Program Coordinator)
Minutes/supplies/refreshments	\$100		\$100
			\$4,110
Spring 2021 Office Broker's Roundtable			
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		25	\$4,010 (@ 4 hrs. - CEO, 15 hrs. - VP, 6 hrs. - Program Coordinator)
Minutes/supplies/refreshments	\$100		\$100
			\$4,110
Summer 2021 Retail Broker's Roundtable			
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		25	\$4,010 (@ 2 hrs. - CEO, 15 hrs. - VP, 5 hrs. - Program Coordinator)
Minutes/supplies/refreshments	\$100		\$100
			\$4,110
Total			\$12,330
Timeline: Year-round			
Beverly Hills Small Business Task Force/Small Business Week & Small Business Saturday Campaigns			
Manage 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.		70	\$12,350 (@ 10 hrs. - CEO, 50 hours - VP, @ 10 hours - Manager)

Prepare reports with summary and recommendations from the Task Force; work with City and partners to develop and implement solutions with specific deliverables as appropriate.		15	\$2,750 (@ 1 hr. - CEO, 14 hrs - VP)	\$2,750
Minutes/supplies/refreshments (no charge for room)	\$400			\$400
Small Business Week Campaign; execution of a half-day Small Business Summit; manage "shop a neighborhood" promotion; develop and execute stories via online social media posts and buys of business success each day of Small Business Week highlighting stories; organizing the Small Business Task Force for a proclamation and statement in support of Small Business Week at a City Council meeting; social media promotion and ad buys; summary of results.	\$1,500	70	\$11,550(@ 10 hrs. - CEO, 30 hours - VP, @ 20 hours - Director, @10 hrs. - Project Coordinator)	\$13,050
Small Business Saturday Campaign; execute launch event; social media promotion and buys in lead up to Small Business Saturday; manage Walk with the Mayor event or virtual event day of; summary of results.	\$800	45	\$8,850(@ 5 hrs. - CEO, 25 hours - VP, @ 20 hours - Director)	\$9,650
Total				\$38,200
Timeline: Summer/Fall 2020				
Planning & Preparation				
Purchase periodicals for research	\$100			\$100
Retention (and any ongoing attraction) Candidate Research, Selection, Presentation & Outreach		70	\$11,200 (@10 hrs. - CEO, 40 hrs - VP, 10 hours - Manager, 10 Program Coordinator)	\$11,200
Schedule Development/Appointment Coordination & Material Prep		80	\$11,280 (@2 hrs. - CEO, 50 hrs. - VP, 28 hours - Program. Coord.)	\$11,280
Prepare updated business materials as needed for meetings,		10	\$1,650(@ 8 hrs. - VP, 2 hrs. - Manager)	\$1,650
Stationary/Telephone/misc. supplies	\$200			\$200
CFO budgetary review/reconciliation		6	\$1,140 (@ 6 hrs. - CFO)	\$1,140

	Hour totals		166	
	Category Subtotals	\$300		
				\$25,570
	Timeline: Fall-Spring 2020-2021			
	Meeting Management & Execution			
Meeting Coordination & Execution			80	\$16,400 (@ 40 hrs. - CEO, 40 hrs. - VP)
Incidentals, supplies, misc.	\$200			\$200
	Hour totals		80	
	Category Subtotals	\$200		\$0
				\$16,600
	Timeline: Fall-Spring 2020-2021			
	Post - meeting follow up			
Follow-up with targets/attendees			10	\$1,800 (@10 hrs - VP)
Evaluate and track results			6	\$1,180 (@ 2 hrs - CEO, 4 hrs. - VP)
Create & present reports to city officials			10	\$2,050 (@ 5 hrs - CEO, 5 hrs. - VP)
Postage/follow-up hard costs	\$100			\$100
	Hour totals		26	
	Category Subtotals	\$100		
				\$5,130
	Timeline: Spring-Summer 2021			
	Ongoing Follow-up and research			
Ongoing research and follow up on business retention & attraction efforts			20	\$3,225 (@ 15 hrs - VP, 5 hrs. - Manager)
				\$3,225

Ongoing updating of databases and communication with City about status of business retention efforts		10	\$1,800 (@ 10 hrs. - VP)	\$1,800
Follow-through with retention and attraction candidates	\$100	20	\$3,600 (@ 20 hrs - VP)	\$3,600
Hour totals		50		
Category Subtotals	\$100			
				\$8,625
Executive Summary (Grand Total)				
	Phase totals			
Planning & Preparation	\$25,570			
Meeting Management & Execution	\$16,600			
Post - meeting follow up	\$5,130			
Ongoing Follow-up and research	\$8,625			
Grand Total	\$55,925			
Timeline: Year-round				
Beverly Hills Economic Development Portal				
Contract with LocalIntel for provision of economic development data for Beverly Hills, including creation of web-content and quarterly data updates (already under contract for service through June 2021)	\$0			\$0
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 information/changes that needs to be provided)	\$200	25	\$3,750 (@ 15 hrs - VP, 10 hrs. - Manager)	\$3,950
				\$0
Total				\$3,950
Management of Mayoral Business Retention Meetings with Top 25 Sales Tax Producing Businesses				

Management of meetings with Top 25 Sales Tax Producing Businesses at Mayor's office with major businesses in Beverly Hills, including creation of printed materials, scheduling, researching attendees, follow up projects as needed to assist companies; prepare summaries of meetings and action items, quarterly summaries.		80	\$14,500 (@25 hrs. - CEO, 45 hrs - VP, 10 hrs. - Project Coordinator)	\$14,500
Follow up calls, emails and meetings with businesses and City to implement action items as needed.		10	\$1,900 (@2 hrs - CEO, 8 hrs. - VP)	\$1,900
Printing costs/travel costs/light hospitality	\$200			\$200
Total				\$16,600
Timeline: Year-round				
LA Metro Subway Stakeholder Outreach Meetings				
Set-up, coordination and attendance at up to 12 stakeholder meetings (in person or via Zoom); research and outreach to stakeholders, draft agenda, send invitations, and attend meetings and develop action plan with stakeholders, including City		57	\$9,735 (@ 12 hrs. - CEO, 30 hours - VP, @ 15 hours - Manager)	\$9,735
Prepare reports with summary and recommendations from the meetings; follow up action as needed on items generated by meetings		10	\$1,850 (@ 1 hr. - CEO, 9 hrs - VP)	\$1,850
Minutes/supplies/refreshments (no charge for room)	\$500			\$500
Total				\$12,085
Timeline: Year-round				
Beverly Hills Business Recovery Videos				
Set-up, coordination and management of up to 3 business recovery efforts; work with City to identify themes, talking points and topics. Execute and staff videos. Promote videos to business community.		40	\$6,950 (@ 5 hrs. - CEO, 10 hours - VP, @ 25 hours - Director)	\$6,950
Contract with 3rd party videographer	\$3,000			\$3,000

Total				\$9,950
Timeline: Year-round				
VP, COVID-19 Business Recovery				
This item will be discussed during the meeting with the Chamber's City Council Liaisons to obtain further clarification and direction on this matter.				
Executive Summary				
Development and Management of COVID-19 Business Recovery Task Force				\$16,100
Beverly Hills COVID-19 Business Support Program				\$29,100
My Beverly Hills Shop Local Program				\$62,590
Development and Management of Beverly Hills Property Owners Task Force				\$13,460
Small Business Development Center				\$23,140
Broker's Roundtables				\$12,330
Beverly Hills Small Business Task Force and Small Business Week/Small Business Saturday				\$38,200
Management of Mayoral Business Retention Meetings				\$16,600
Virtual Business Retention Mission				\$55,925
Beverly Hills Economic Development Portal				\$3,950
LA Metro Subway Stakeholder Outreach Meetings				\$12,085
Beverly Hills Business Recovery Videos				\$9,950
Grand Total				\$293,430