



**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  
455 N. Rexford Drive  
Room 280A  
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)**

**Wednesday, April 26, 2023  
10:00 AM**

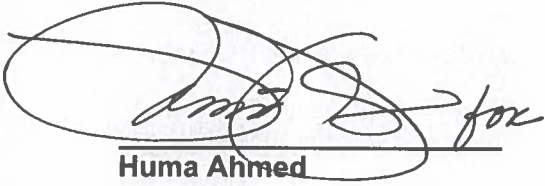
***Please be advised that pre-entry metal detector screening requirements are now in place  
in City Hall. Members of the public are requested to plan visits accordingly.***

*In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Chamber of Commerce 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) Review of Fiscal Year 2023-2024 Workplan and Funding Request for the Beverly Hills Chamber of Commerce
- 3) Future Agenda Items

4) Adjournment



Huma Ahmed  
City Clerk

Posted: April 25, 2023

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT  
[WWW.BEVERLYHILLS.ORG](http://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:** April 25, 2023

**SUBJECT:** Review of Fiscal Year 2023-2024 Workplan and Funding Request for the Beverly Hills Chamber of Commerce

**ATTACHMENTS:** 1. Proposed Chamber of Commerce Work Plan FY 23/24  
2. Budget Costing Detail for FY 23/24

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**INTRODUCTION**

Prior to the start of each fiscal year, the City Council Chamber of Commerce Liaison Committee meets to discuss the Beverly Hills Chamber of Commerce and Civic Association ("Chamber of Commerce") work plan items for the upcoming Fiscal Year. The Council Liaisons make recommendations regarding the Chamber of Commerce's work plan. Subsequently, the Chamber of Commerce's work plan, along with any modifications, is presented to City Council at a future Council Meeting. The Chamber of Commerce is requesting funding in the amount of \$450,150 for Fiscal Year 2023-2024 (FY 23/24) with further detail provided in Attachments 1 and 2 to this report.

**DISCUSSION**

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

The Chamber of Commerce's proposed FY 23/24 Work Plan includes a mix of programming that typically recurs annually, as well as new initiatives that reflect current and upcoming City Council priorities including those listed in the Economic Sustainability Plan.

**Summary of Programming**

A summary of the programming listed in the Chamber of Commerce's Work Plan is below with more detail provided in Attachment 1 and a breakdown on costing in Attachment 2.

I.A. Chamber of Commerce will provide **Marketing and Outreach Support for City and Partner Events, Functions, and Initiatives** by providing communications support and business visitations to inform business about key resources and news updates and gather critical data and information for the City, Chamber of Commerce and partners;

I.B. Chamber of Commerce will organize and participate in the annual **New York Business Attraction and Retention Mission** setting up 24 meetings with companies in New York (6-8 retention and 16-18 new businesses);

I.C. Chamber of Commerce will manage regular meetings of the **Beverly Hills Commercial Property Owner's Task Force** (4 meetings in total to occur quarterly) to spur dialogue and develop ideas and plans for commercial properties;

I.D. Chamber of Commerce will manage the **Small Business Development Center Partnership** with El Camino College, which offers one-on-one business counseling and educational seminars (will conduct 12 webinars to be held monthly for businesses and facilitate 60 one-on-one consultations);

I.E. Chamber of Commerce will manage the **NOW Beverly Hills Shop Local Program**. This program focuses on connecting businesses and residents and to encourage residents to shop locally (4 campaigns in total to occur quarterly, 12 newsletters to occur monthly);

I.F. Chamber of Commerce will organize and host **Broker's Roundtables** so retail and office commercial real estate brokers can meet with City staff to spur discussion on any real estate opportunities that could benefit the community (4 total meetings with 2 focused on retail and 2 focused on office);

I.G. Chamber of Commerce will provide **Management of Beverly Hills Small Business Task Force** (4 meetings in total to occur quarterly) to gather feedback and recommendations about strategies to attract and retain small businesses in Beverly Hills;

I.H. Chamber of Commerce will assist in updating the **Beverly Hills Economic Development webpages** on the City's current and new website which will provide a series of economic development data tools to help existing and prospective businesses gather critical business information;

I.I. Chamber of Commerce will organize **Mayoral Business Retention Meetings** (12 in total) between Beverly Hills business owners and the Mayor;

I.J. Chamber of Commerce will organize **LA Metro Subway Stakeholder Outreach Meetings**. These meetings will provide a forum for businesses, partner agencies and the City to communicate ongoing information about subway construction for Section 2 and its impact to businesses (hold monthly for a total of 12 meetings). Funds for this work plan item may be subject to reimbursement from Metro.

I.K. Chamber of Commerce will participate in implementation of the City's **Economic Sustainability Plan** and help identify and execute action items in the Plan;

I.L. Chamber of Commerce will **create Regional Business Attraction Materials and Advertising** to attract existing Southern California businesses to expand to Beverly Hills (quarterly advertorial buys and PR);

I.M. Chamber of Commerce will continue to push out the quarterly “**New Business Newsletter**” (4 times a year) to help support business attraction efforts of both the City and the Chamber of Commerce;

I.N. Chamber of Commerce will conduct a **feasibility study/research on business attraction targets within the Miami Region** (report to be presented in February 2024);

II. A- D Chamber of Commerce is requesting to:

- **Waive Special Event Permit Fees for Chamber Member Ribbon Cuttings**
- **Waive Place of Assembly Fees for specific Chamber of Commerce Events listed in Attachment 1**
- **Waive Special Event Permit and Processing Fees for specific Chamber of Commerce Events listed in Attachment 1**
- **Approve Parking Flat Rates for specific Chamber of Commerce Events listed in Attachment 1**

In FY 22/23 the City Council approved the waiver of Special Event Permit Fees for Chamber member ribbon cuttings. For FY 23/24 the Chamber is requesting additional fee waivers and flat parking rate reductions for specific Chamber of Commerce Signature Events listed in Attachment 1 to this report. The estimated value of the fee waivers and parking flat rates are also included in Attachment 1 as provided by the Chamber. The actual value for any fee waivers or parking flat rates will vary based on number of actual attendees and the extent of the event footprint.

### **FISCAL IMPACT**

For FY 23/24, the Chamber of Commerce is requesting \$450,150 as further detailed in Attachments 1 and 2. Additionally, the Chamber is also requesting specific fee waivers and parking flat rates as part of FY 23/24. The actual value for any fee waivers or parking flat rates will vary based on number of actual attendees and the extent of the event footprint.

The table below reflects the consideration approved by the City Council for the Chamber of Commerce’s Agreements with the City for the last four fiscal years and the proposed request for FY 23/24 for the Chamber’s work plan.

	<b>FY 19/20 Adopted Budget</b>	<b>FY 20/21 Adopted Budget</b>	<b>FY 21/22 Adopted Budget</b>	<b>FY 22/23 Original Budget</b>	<b>FY 22/23 Revised Budget</b>	<b>FY 23/24 Requested Budget</b>
Chamber Work Plan	\$347,505	\$304,080	\$488,940	\$540,530	\$327,025	\$450,150

The proposed FY 23/24 Business Development (00101313) budget, which will be presented to City Council by the Finance Department is proposed to fund \$330,000 of the Chamber’s work plan with the remaining \$120,150 in funding coming from the Tourism and Marketing budget. This is similar to the funding breakdown utilized in FY 22/23 as several of the Chamber’s initiatives in FY 23/24 are tourism and marketing focused.

Additionally, Staff has also identified \$13,250 of the Chamber of Commerce’s proposed Work Plan expenses as being related to Section 2 of the Purple Line Extension. These costs can be

reimbursed by Metro. Staff will work with the Chamber to ensure invoicing includes all of the Metro required information such that the City can receive reimbursement for those expenses.

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. 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 is currently forecasting a TOT revenue of \$48,000,000 for FY 23/24 (this was as of the March 7, 2023 Mid-Year presentation to the City Council and is subject to change). Using the \$48,000,000 estimate for TOT, the one-seventh amount would be \$6,857,143. Staff anticipates this funding would be allocated for various programs as shown below.

<b>Description of Program to be Funded from TOT</b>	<b>Potential Budget Allocation</b>
Intellectual Property Legal Services	\$100,000
Concours D'Elegance in 2024 – Estimate based on prior year	\$255,000
Conference & Visitors Bureau - Requested funding for FY 23/24 Work Plan	\$4,809,410
Rodeo Drive Committee - Requested funding for FY 23/24 Work Plan	\$210,998
Landscape Funding for Rodeo Drive – Estimate as actual may vary	\$30,000
Portion of the Beverly Hills Chamber of Commerce Work Plan – Requested funding for FY 23/24	\$120,150
Contingency Funding for other Tourism & Marketing Events including Holiday Lighting Celebration and Rodeo Drive Holiday Décor for Holidays 2023	\$1,331,585
<b>Subtotal</b>	<b>\$6,857,143</b>

As of April 2023, all numbers reflected in the chart above for City funding are tentative as the numbers are being finalized for approval by the City Council. Additionally, until the FY 23/24 budget is adopted by the City Council, the numbers are subject to change.

### **RECOMMENDATION**

Staff recommends the City Council Liaisons review the Chamber of Commerce's proposed Work Plan and associated funding request and propose modifications, if any. Based on Liaison feedback, this item will be taken to the full City Council for approval on Tuesday, May 2, 2023.

# **Attachment 1**





## 2023-24 Beverly Hills Chamber of Commerce Work Plan with the City of Beverly Hills

- I. Beverly Hills Marketing, Economic Development and Business Support
  - A. Marketing and Outreach Support for City and Partner Events, Functions, and Initiatives
  - B. New York Business Attraction and Retention Mission
  - C. Beverly Hills Property Owners Task Force
  - D. Small Business Development Center – Marketing and Business Support
  - E. Now Beverly Hills - Shop Local Marketing and Promotional Program
  - F. Broker's Roundtables
  - G. Beverly Hills Small Business Task Force
  - H. Beverly Hills Economic Development Website Support
  - I. Mayoral Business Retention Meetings
  - J. LA Metro Subway Stakeholder Outreach Meetings
  - K. Economic Sustainability Plan Support
  - L. Regional Business Attraction
  - M. New Businesses Newsletter
  - N. Miami Business Attraction Research
- II. Request for Special Events Fee Waivers
  - A. Ribbon Cuttings
  - B. Parking
  - C. Filming
  - D. Events

Work Plan Component	FY: 2021-2022 Cost	Adopted FY: 2022-2023 Cost	Revised FY: 2022-2023 Cost	Proposed FY: 2023-2024 Cost	Price Difference	Notes
IA. Marketing and Outreach Support for City and Partner Events, Functions, and Initiatives	\$24,850	\$51,250	\$51,250	\$51,250	No change	
IB. New York Business Attraction and Retention Mission	\$107,690	\$112,330	\$0	\$115,000	+\$2,670	Increased travel costs
IC. Beverly Hills Property Owners Task Force	\$13,460	\$12,450	\$12,450	\$15,000	+\$2,550	Increased staff hours
ID. Small Business Development Center – Marketing and Business Support	\$26,350	\$26,350	\$26,350	\$26,350	No change	
IE. Now Beverly Hills Shop Local Marketing and Promotional Program	\$105,800	\$117,800	\$117,800	\$120,000	+\$2,200	Increased Branding Agency cost
IF. Broker’s Roundtables	\$13,800	\$13,800	\$13,800	\$13,800	No change	
IG. Beverly Hills Small Business Task Force	\$13,400	\$12,450	\$12,450	\$15,000	+\$2,550	Increased staff hours
IH. Beverly Hills Economic Development Webpage Support	\$13,700	\$7,750	\$7,750	\$7,750	No Change	

II. Mayoral Business Retention Meetings	\$15,550	\$15,550	\$15,550	\$15,550	No Change	
IJ. LA Metro Subway Stakeholder Outreach Meetings	\$13,850	\$13,250	\$13,250	\$15,000	+\$1,750	Increased staff hours
IK. Economic Sustainability Plan Support	\$12,500	\$6,850	\$6,850	\$6,850	No change	
IL. Regional Business Attraction	\$20,000	\$20,000	\$20,000	\$20,000	No change	
IM. New Business Newsletter	\$40,800	\$8,600	\$8,600	\$8,600	No change	
IN. Miami Business Attraction Research	N/A	N/A	N/A	\$20,000	+\$20,000	New Feasibility Report for proposed trip to Miami
Removed Miami Business Attraction Mission	\$37,740	\$79,550	\$0	\$0	-\$79,550	Removed
Removed Buxton Economic Development Support Database	N/A	\$42,550	\$20,925	\$0	-\$42,550	Removed
IIA-D Request for Special Events Fee Waivers	N/A	Fee Waiver Amount Depends on Number of Events	\$0	\$0	N/A	Additional Fee Waiver Requests
<b>TOTAL</b>	<b>\$488,940 (\$29,450 rollover)</b>	<b>\$540,530</b>	<b>\$327,025</b>	<b>\$450,150</b>	<b>-\$90,380</b>	

## **I. Beverly Hills Marketing, Economic Development and Business Support**

### **A. Marketing and Outreach Support for City and Partner Events, Functions, and Initiatives**

#### Overview

Marketing and communications support and business visitations to inform businesses about key resources and news updates and gather critical data and information for the City, Chamber and partners.

#### Description

The Chamber will continue its marketing work in support of City and partner programs, events and initiatives. These include promotion of “Minute with the Mayor”, “Office Hours with Mayor Gold” events, BH Art Show, the City’s Green Business Certification Program and other efforts. Additionally, the Chamber will work with partner agencies to help support City and partner efforts such as the annual Father’s Day Concours d’Elegance Car Show on Rodeo Drive, the Holiday Lighting Celebration, BOLD Summer, BritWeek and other important events and initiatives.

*This item supports Action Item Nos. 2.B.2 (extend COVID-19 response efforts) and 2.D.1 (zoning code audit and streamline permit process) in the Economic Sustainability Plan.*

#### Metrics

Engage in communication and business outreach on specified City business related project and events in partnership with the City, including:

- up to 12 e-blasts sent to our Chamber membership
- 100 social media posts/stories/shares
- 40 Monday newsletter items over the course of the fiscal year to support Chamber and partner efforts
- Conduct 26 “Walk the Neighborhood” 60-90 minute direct outreach walks on a different street each time to greet local ground floor retail and restaurant businesses
- Prepare reports with findings of which businesses and employees were met with and partner with City to follow up on actions items

#### Conclusion

The total cost for this item is \$51,250. A cost breakdown is available in Attachment A.

### **B. New York Business Attraction and Retention Mission**

#### Overview

Outreach, preparation and travel to New York City for a 5-day trip to attract and retain businesses in Beverly Hills.

### Description

The Chamber proposes a 5-day trip (1 day of travel, 3 days of meetings, 1 day of travel) in the month of October 2023, with a continued focus on business attraction meetings. The Chamber plans to continue to put an emphasis on meetings with unique restaurants and retailers as the Chamber believes this has the potential to make the biggest impact on the City. The Chamber could also explore meetings with innovative commercial professional services businesses. The Chamber also plans to organize several business retention meetings with key businesses based in Beverly Hills as it has done in the past. The trip can be taken at a time that works with the City's schedule.

The trip will continue to be dedicated to intimate meetings with the focus on attraction of new business candidates to Beverly Hills. The team will divide into 2 tracks of about 3 people each (a Chamber staff member, a City Mayor/Vice City Mayor and a City staff member) for the meetings. The Chamber will research key businesses to approach for attraction meetings in New York and assess which existing businesses in Beverly Hills would most benefit from a visit. As in prior years, the Chamber will arrange, and coordinate travel logistics and meeting set up.

The Chamber will also continue to follow up with companies from past trips to encourage them to expand to Beverly Hills or, in the case of existing companies, to support their retention in Beverly Hills.

*This item supports Action Item Nos. 1.E.1 (cutting edge business attraction opportunities) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.*

### Metrics

- Chamber will set up 24 meetings with companies in New York, 6-8 retention, 16-18 new business
- 60 days prior to departure Chamber will meet with City New York Delegation to discuss preferred retention prospects and preferred new business prospects
- 30 days prior to departure Chamber will provide via email most up to date scheduled meetings on a weekly basis
- 14 days prior to departure Chamber will meet in person with City New York Delegation to provide the complete Binder with booked meetings/business profiles/travel itinerary/2 tracks
- List of meetings will be provided to the City prior to departure that includes the following details: date, time, company location, company attendees/titles/contact information
- Chamber will follow up with past business attraction and retention meeting targets
- Have at least 2 business attraction targets visit Beverly Hills for tours/evaluating properties and to touch base with all prior business attraction visits from the prior 3 years.

### Conclusion

The total cost for this item is \$115,000. A cost breakdown is available in Attachment A.

### **C. Beverly Hills Commercial Property Owner's Task Force**

#### Overview

The Chamber will manage regular meetings of a commercial property owner's task force to spur dialogue and develop ideas and plans for commercial properties. The Chamber will prepare reports with findings and recommendations as needed and work with the City to identify and implement solutions to issues that come up at the roundtables.

#### Description

Commercial property owners represent a key decision maker and influencer in the future of the City's economic development and sustainability. Continuing 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. The Task Force consists of two City Council Liaisons (currently Councilmember Lili Bosse and Councilmember Sharona Nazarian), City and Chamber staff and approximately 15 commercial property owners/managers representing a cross section of the City. The meetings remain open to the public and the Chamber continues to outreach to additional property owners to encourage them to become involved.

*This item supports Action Item Nos. 1.F.2 (reduce commercial vacancies), 2.D.1 (zoning code audit and streamline permit process), and 3.C.1 (gauge interest in forming business improvement districts) in the Economic Sustainability Plan.*

#### Metrics

- Manage an average 15-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. The Chamber continues to reach out to and include additional property owners and managers who are interested in attending.
- Manage 4 meetings of the Task Force at the City
- Work with the Task Force to identify and recommend 2 deliverables to be presented to Council in the fiscal year
- Prepare meeting summaries and reports to the City summarizing the key findings and recommendations of the Task Force
- Work in partnership with the City to identify proposed solutions to any opportunities or challenges that are identified and to implement such solutions as appropriate

#### Conclusion

The total cost for this item is \$15,000. A cost breakdown is available in Attachment A.

### **D. 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 or virtually.

### Description

The Chamber will continue the program with complimentary one-on-one coaching and programming monthly educational seminars available to Beverly Hills businesses. SBDC has and will continue to provide increased value and outreach including conducting webinars, taking phone calls with businesses needing assistance, attending Chamber and City sponsored programming to promote SBDC services for Beverly Hills businesses and general business outreach beyond that which they have done in the past. The programming is targeted towards Beverly Hills businesses and Beverly Hills residents with business consulting needs. The Chamber will continue to conduct extensive marketing and promotion of the program.

The Chamber is marketing the monthly webinars by promoting them in the Now Beverly Hills newsletter, on social media, and by mentioning the program at Chamber events and in the Chamber newsletter.

*This item supports Action Item Nos. 1.D.4 (study a forgivable loan program) and 2.D.1 (zoning code audit and streamline permit processes) in the Economic Sustainability Plan.*

### Metrics

- Conduct 12 (monthly) Business Needs 2 Know virtual seminars with approved topics by City
- Facilitate 60 one on one consultations (virtually or in person) with a SBDC business development consultant for local businesses with no limit on how many meetings one business may have

### Conclusion

The total cost for this item is \$26,350. A cost breakdown is available in Attachment A.

## **E. Now Beverly Hills Shop Local Program**

### Overview

The Shop Local Program now known as “Now Beverly Hills” is a program which focuses on connecting businesses and residents and to encourage residents to shop locally. The Chamber will continue the program to help drive traffic to a wide variety of local businesses and to continue to grow the program now that there is a vibrantly rebranded social media presence.

### Description

The Chamber will continue a coordinated shop local campaign across all business industries and neighborhoods. As part of the Chamber's efforts, the Chamber will retain the agency Symblaze to manage the creative and design aspects of the program to ensure an elevated look for the program. Symblaze will help design the graphics, look and theme of quarterly campaigns as well as support the ongoing social media efforts to support consumers.

The Chamber is planning to enhance its engagement efforts to increase exposure of Now Beverly Hills, gain more newsletter subscribers, and acquire more followers on social media with a focus on Beverly Hills residents. Through this work, the Chamber plans to interact with a substantial number of residents and local businesses to increase awareness and engagement with the Now Beverly Hills brand.

### Metrics

- Organize and execute quarterly campaigns in partnership with the City highlighting key economic sectors and/or seasonal events and programs.
- 200 + social media posts/stories/shares regarding the Now Beverly Hills program, important news items and upcoming programs including some boosted posts to increase engagement, followers, and subscribers.
- Two business profiles featuring local businesses in each monthly newsletter. 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.
- Monthly Now Beverly Hills 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 Now 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 \$120,000. Please see the attached cost breakdown in Attachment

*This item supports Action Items 1.A.1 (brand assessment) and 1.D.2 (support Shop Local program) in the Economic Sustainability Plan.*

## **F. Broker's Roundtables**

### Overview



The Chamber will organize and host two roundtables for commercial real estate brokers in the retail sector to spur discussions and business deals for Beverly Hills commercial retail properties. The Chamber will also organize, and host two roundtables focused on the commercial office market in Beverly Hills.

#### Description

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. 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.

*This item support Action Item 1.A.5 (surveys of brokers) and 1.E.1 (cutting edge business attraction opportunities) in the Economic Sustainability Plan.*

#### Metrics

- Execute 2 Broker's Roundtables focused on the commercial retail market and 2 on the commercial office market in Beverly Hills for a total of 4 meetings
- Obtain attendance average of 15 brokers to each meeting
- 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
- Gather information about specific vacancies that can be used to fill openings and attract companies to expand to Beverly Hills.

#### Conclusion

The total cost for this item is \$13,800. A cost breakdown is available in Attachment A.

### **G. Beverly Hills Small Business Task Force**

#### Overview

The Chamber will continue to manage the Small Business Task Force to gather feedback and recommendations about strategies to attract and retain small businesses in Beverly Hills.

#### Description

The Task Force consists of two City Council Liaisons (currently Mayor Julian Gold and Councilmember Lili Bosse), City and Chamber staff and approximately 15 small business owners/managers representing a cross section of the City. The meetings remain open to the public and the Chamber continues to outreach to additional small businesses to encourage them

to become involved. The meetings have been forums for business owners to both share updates about important issues as well as to learn about City initiatives they can take part in.

*This item supports Action Item Nos. 2.D.1 (zoning code audit and streamline permit process) and 3.C.1 (gauge interest in forming business improvement districts) in the Economic Sustainability Plan.*

#### Metrics

- Manage an average 15-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. The Chamber continues to reach out to and include additional small business owners and managers who are interested in attending.
- Manage 4 meetings of the Task Force at the City
- Work with the Task Force to identify and recommend 2 deliverables to be presented to Council in the fiscal year
- Prepare meeting summaries and reports to the City summarizing the key findings and recommendations of the Task Force
- Work in partnership with the City to identify proposed solutions to any opportunities or challenges that are identified and to implement such solutions as appropriate

#### Conclusion

The total cost of this item is \$15,000. Please see the attached cost breakdown in Attachment A.

### **H. Beverly Hills Economic Development Website Support**

#### Overview

Support City efforts to develop an economic development resources site as part of the upcoming new City of Beverly Hills website.

#### Description

The Chamber's work will consist of reviewing and updating key Beverly Hills information and visuals and then utilizing it in conjunction with the business attraction and retention efforts it undertakes.

*This item support Action Item Nos. 1.B.2 (support economic development portal) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.*

#### Metrics

- Chamber member will attend 24 Website Steering Committee meetings
- Collaborate with the City to envision overall build out of site

- Gather content for the site, including economic and other indicators about Beverly Hills

### Conclusion

The total cost for this item is \$7,750. A cost breakdown is available in Attachment A.

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

### Overview

The Chamber will set up and manage meetings between 12 business owners of targeted sectors in the City of Beverly Hills. These businesses must be cleared by the City and current on taxes.

### Description

The Chamber will organize meetings between business owners of targeted business sectors with the Beverly Hills Mayor's office. These meetings will be attended by a City Councilmember, typically the Mayor, a member of the City Manager's office and a Chamber staff member as well as by managers or owners of the business itself. The Chamber will develop a list of businesses to visit with input from the City. The goal of these meetings is for the Chamber and the City to better understand the concerns of the business community and develop action items to support continued business success in the City.

The Chamber will develop a matrix of businesses to meet with over the next year focusing on businesses that represent a diverse cross section of industries, important and/or large businesses that provide a substantial benefit to the City, and new businesses to town. The meetings will be virtual or in person.

*This item supports Action Item No. 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.*

### Metrics

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

### Conclusion

The total cost for this item is \$15,550. A cost breakdown is available in Attachment A.

## **J. 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 D 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. Support outreach efforts as needed in advance of construction work on “North Portal” to station.

#### Description

The Chamber will continue managing a series of 12 (monthly) stakeholder meetings (virtual or in person), to be attended by key business stakeholders surrounding the construction, the City, and the Chamber. 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. The Chamber will report back on findings and any recommendations from these meetings.

*This item supports Action Item No. 2.C.1 (LA Metro subway planning) in the Economic Sustainability Plan.*

#### Metrics

- Manage a series of 12 (monthly) stakeholder meetings (virtual or in person), to be attended by key business stakeholders surrounding the construction, the City, and the Chamber
- Curate, maintain and add to a distribution list of stakeholders to be invited to meetings and to provide updates
- Organize the logistics of each meeting, including agenda items, presentations, minutes
- Include information in weekly Monday Chamber newsletter emails for key Metro construction activities or City Council items (assume maximum 3 times for next fiscal year)
- Track attendance
- Work with the City on action items that come out of each meeting
- Communicate with City staff about potential items for discussion at each meeting
- Provide input relating to improved communications and other business mitigation efforts

#### Conclusion

The total cost of this item is \$15,000. Please see the attached cost breakdown in Attachment A.

### **K. Economic Sustainability Plan Support**

#### Overview

Help identify and execute action items to implement the Economic Sustainability Plan.

#### Description

In 2021, the City finished a new Economic Sustainability Plan focused on ensuring a vibrant and sustainable economy and to support and enhance City revenues to maintain the character and quality of the community over the next five years. The Plan's three focus areas are Brand, Well-Being and Budget. The Plan identifies key existing revenue streams, sources of economic strength, challenges from the pandemic and opportunities for the future. The Plan also includes an Action Plan with a list of suggested action items that can be taken by the City and its partners to help sustain the City economically in the years ahead.

The Plan was approved by City Council and set several priority items. Implementation of the Economic Sustainability Plan will be critical to supporting the Beverly Hills economy.

*This item supports Action Item No. 1.A.1 (brand assessment) in the Economic Sustainability Plan.*

#### Metrics

- Assist City with identifying and executing action items in the Economic Sustainability Plan

#### Conclusion

The total cost for this item is \$6,850. A cost breakdown is available in Attachment A.

### **L. Regional Business Attraction**

#### Overview

The Chamber will work with our Branding Agency, SMBLZ, to create regional business attraction materials and advertising with the goal to include attracting qualified businesses to expand to Beverly Hills.

#### Description

The Chamber will work with SMBLZ to identify the best advertorial buying opportunities, create and approve all copy and campaigns. The Chamber will market these materials both to specific business attraction targets as well as market to the general business community to promote Beverly Hills.

#### Metrics

- Quarterly advertorial buy
- Quarterly PR Interview with regional media and Todd Johnson to be arranged
- Branding Agency SMBLZ \$10k

#### Conclusion

The total cost for this item is \$20,000. A cost breakdown is available in Attachment A.

### **M. New Businesses Newsletter**

#### Overview

Produce 4 digital newsletters with a list of new and coming soon businesses to Beverly Hills.

#### Description

The Chamber will continue developing a quarterly businesses newsletter highlighting businesses that have recently opened or that are coming soon. The newsletter will promote new businesses as they open or that are coming soon and help promote Beverly Hills to the wider world and to companies interested in expanding to Beverly Hills.

*This item supports Action Items 1.A.1 (brand assessment), 1.D.1 (marketing materials for business community), 1.E.1 (cutting edge business attraction opportunities) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.*

#### Metrics

- Produce 4 (quarterly) new and coming soon businesses digital newsletters for business attraction efforts and the greater Beverly Hills community.

#### Conclusion

The total cost for this item is \$8,600. A cost breakdown is available in Attachment A.

### **N. Miami Business Attraction Research**

#### Overview

The Chamber will research, identify, and outreach to business attraction targets within the Miami region. The goal is to determine the feasibility of an in-person Miami trip to attract qualified businesses to expand to Beverly Hills.

#### Description

The Chamber, in partnership with the City, conducts a number of business attraction efforts, including a yearly trip to New York. During those trips and accompanying discussions, the Chamber and the City have considered expanding their efforts to include businesses in Miami. This feasibility study will evaluate the level of interest to warrant a trip.

#### Metrics

- Create feasibility report to be presented to City by February 2024 for a potential Miami trip

## Conclusion

The total cost for this item is \$20,000. A cost breakdown is available in Attachment A.

## II. Request for Special Events Fee Waivers

- A. Ribbon Cuttings
- B. Parking
- C. Filming
- D. Events

### **BHCC Fee Waivers**

*(proposed)*

**2023-2024**

#### **Signature Events:**

##### **Evening with the Mayor - 10/11/23**

Greystone Mansion

Request of fee waiver for Place of Assembly Permit - \$170

Request for fee waiver for Application Processing Fee - \$61

##### **BHCC 100th Centennial Celebration - 11/9 (tentative date - to be confirmed with venue)**

Venue (tentative Beverly Hilton)

Request of fee waiver for Place of Assembly Permit - \$170

Request for fee waiver for Application Processing Fee - \$61

##### **State of Luxury - date/venue tbd January 2024**

Request of fee waiver for Place of Assembly Permit - \$170

Request for fee waiver for Application Processing Fee - \$61

##### **Innovate Beverly Hills - date tbd March/April 2024**

Wallis Annenberg Center for the Performing Arts

Request of parking flat rate - \$8 vs \$14 (waived total \$6 x 250 = \$1500)

Request of fee waiver for Place of Assembly Permit - \$170

Request for fee waiver for Application Processing Fee - \$61

##### **Summer Garden Party - date tbd June 2024**

Beverly Canon Gardens

Request of parking flat rate - \$5 vs \$12 (waived total \$7 x 250 = \$1750)

Request of fee waiver for Place of Assembly Permit - \$170

Request for fee waiver for Application Processing Fee - \$61

Request for fee waiver for No-Parking Signs - \$14

Request for fee waiver for Park Ranger - \$448

Request for fee waiver for Parking Meter Revenue Loss - \$24

Request for fee waiver for Special Event Encroachment Permit (per permit) - \$159

Request for fee waiver for Public Works/Facilities Personnel - \$448

Request for fee waiver for Small Scale Special Event Fee - \$808

**WBN** - Women Who Shine Gala - date/venue tbd Spring 2024

Request of fee waiver for Place of Assembly Permit - \$170

Request for fee waiver for Application Processing Fee - \$61

### **Ribbon-cuttings**

Estimated 30 ribbon cutting events for 23-24

Request for fee waiver for Sidewalk Special Event Fees: Total \$1086

- Special Event Permit \$856
- Application Fee \$61
- Public right of way \$169



# **Attachment 2**

Attachment A

	Hard costs	Labor	Labor	Total Cost	
		(hours)	(costs)		
Timeline: Year-round					
Marketing and Outreach Support for City and Partner Events, Functions and Initiatives					
Marketing, communication and outreach to support City and partner events and initiatives; collaborating with City on messaging; collaboration with partner agencies as needed on messaging; support creation of lists of businesses offering special deals during events, other similar promotion as needed (up to 40 newsletter items, 12 eblasts and 100 social media posts)	\$15,000	160	\$23,200(@20 hrs. - CEO, 20 hrs. - Dir, 80 hrs. - Manager, 40 hrs. - Coordinator)	\$38,200	23200
Conduct 26 “walk the neighborhood” with City and any other business partners to engage business and market City and partner programs, events and initiatives; 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	\$12,050 (@20 hrs - Dir, @55 hrs - Manager)	\$12,050	12050
Supplies, incidentals, etc.	\$1,000			\$1,000	
Total				\$51,250	
Timeline: Year-round					
New York Business Attraction and Retention Mission					
Planning & Preparation					
Purchase periodicals for NY research	\$100			\$100	
Arranging Logistics Relating to Travel/Luncheons/Hotel Block		20	\$3,800 (@20 hours -Dir)	\$3,800	3800
Attraction and Retention Candidate Research, Selection, Presentation & Outreach		160	\$29,800 (@10 hrs. - CEO, 125 hrs. - Dir, 25 hrs - Manager)	\$29,800	29800
Schedule Development/Appointment Coordination & Binder Prep		105	\$19,350 (@5 hrs. - CEO, 80 hrs. - Dir, 20 hrs. - Manager)	\$19,350	19350
Update Marketing Materials as Needed	\$1,000	10	\$1900 (@10 hrs. - Dir)	\$2,900	
Stationary/Telephone/misc. supplies	\$450			\$450	
CFO budgetary review/reconciliation		8	\$1,600 (@ 8 hrs. - CFO)	\$1,600	
Hour totals		303			
Category Subtotals	\$1,550				

				\$58,000	
Timeline: Fall 2023					
Mission Execution					
Hotel (Westin)	\$5,620			\$5,620	
Airfare	\$2,600			\$2,600	
On-Site Organization/Coordination/Execution		80	\$16,800 (@ 40 hrs. - CEO, 40 hrs. - Dir)	\$16,800	16800
Ground Transportation	\$1,500			\$1,500	
Business breakfasts/lunches/dinners	\$1,760			\$1,760	
Incidentals, supplies, per diem meals, misc.	\$1,860			\$1,860	
Hour totals		80			
Category Subtotals	\$13,340		\$0		
				\$30,140	
Timeline: Winter 2023					
Post - trip follow up					
Follow-up with targets/attendees, including tours and helping companies open location in Beverly Hills		40	\$7,600 (@5 hrs - CEO, 30 hrs. - Dir, 5 hrs. - Manager)	\$7,600	7600
Evaluate and track results		12	\$2,360 (@ 2 hrs - CEO, 10 hrs. - Dir)	\$2,360	2360
Create & present reports to city officials		15	\$3,050 (@ 5 hrs - CEO, 10 hrs. - Dir)	\$3,050	3050
Hard costs (copies, etc.)	\$100			\$100	
Hour totals		67			
Category Subtotals	\$100				
				\$13,110	
Timeline: Winter/Spring 2024					
Ongoing Follow-up and research					
Ongoing research into business attraction		30	\$5,300 (@ 20 hrs - Dir, 10 hrs. - Manager)	\$5,300	5300
Ongoing database updating		15	\$2,650 (@ 10 hrs. - Dir, 5 hrs. - Manager)	\$2,650	2650
Follow-through with attraction candidates, including tours		30	\$5,700 (@ 30 hrs - Dir)	\$5,700	5700

Hard costs (copies, etc.)	\$100			\$100
Hour totals		75		
Category Subtotals	\$100			
				\$13,750
Executive Summary (Grand Total)				
	Phase totals			
Planning & Preparation	\$58,000			
Mission Execution	\$30,140			
Post - trip follow up	\$13,110			
Ongoing Follow-up and research	\$13,750			
Grand Total	\$115,000			
Timeline: Year-round				
Beverly Hills Property Owners Task Force				
Manage Task Force; continue outreach to increase participation in Task Force; develop and prepare agendas, conduct background research arrange logistics, send and manage invitations, and manage 4 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.			\$10,050 (@ 10 hrs. - CEO, 25 hrs. - Dir, 20 hrs. - Manager)	\$10,050
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		24	\$4,560 (@ 24 hrs - Dir)	\$4,560
Printing costs/supplies/light hospitality	\$390			\$390
Total				\$15,000
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 of 12 (monthly) webinars/programs, managing meeting dates and times, marketing of program through Chamber and other channels, and managing program and consultation registrations; monthly marketing efforts; facilitating one on one consultations for Beverly Hills businesses	\$3,600	85	\$13,750 (@ 5 hrs. - CEO, 15 hrs. - Dir, 65 hrs. - Manager)	\$17,350

10050 10 hrs

9 hrs

13750

<b>Benefits of Partnership (&amp; Costs):</b>				
On-site and Phone Business Consultants				
Webinars or Monthly Seminars Virtual or at Chamber Board Room				
Conf. Room Rental (Consulting Sessions & Seminars)				
Misc. Staff Administrative time				
<b>Total</b>				<b>\$26,350</b>
<b>Timeline: Year-round</b>				
<b>Shop Local Program</b>				
Execute Shop Local Program including campaigns in partnership with City highlighting re-opening of business sectors; e-newsletter, 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. Community engagement		315	\$49,950 (@15 hrs. - CEO, 50 hrs. - Dir, 200 hrs. - Manager; 100 hrs. - Coordinator)	\$49,950
Vendor for execution of creative design and activity campaigns	\$60,050			\$60,050
Marketing (including design programs); subscriber list; ad boosting	\$3,000			\$3,000
Costs for promotions, food and beverage, raffle prizes, etc.	\$7,000			\$7,000
<b>Total</b>				<b>\$120,000</b>
<b>Timeline: Year-round</b>				
<b>Broker's Roundtables</b>				
<b>Retail Broker's Roundtables (2)</b>				
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance; prepare summary of meeting and follow up action items as needed		35	\$6,650 (@ 5 hrs. - CEO, 25 hrs. - Dir, 5 hrs. - Manager)	\$6,650
Minutes/supplies/refreshments	\$250			\$250
				<b>\$6,900</b>
<b>Office Broker's Roundtables (2)</b>				
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance; prepare summary of meeting and follow up action items as needed		35	\$6,650 (@ 5 hrs. - CEO, 25 hrs. - Dir, 5 hrs. - Manager)	\$6,650
Minutes/supplies/refreshments	\$250			\$250
				<b>\$6,900</b>

49950

3050

6650

6650

Total				\$13,800	
Timeline: Year-round					
Beverly Hills Small Business Task Force					
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 4 Small Business Task Force meetings.			\$10,050 (@ 10 hrs. - CEO, 25 hours - VP, 20 hrs. - Manager)	\$10,050	10050 10 hrs
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; presentations at City Council		24	\$4,560 (@ 24 hrs. - Dir)	\$4,560	9 hrs
Minutes/supplies/refreshments	\$390			\$390	
Total				\$15,000	
Timeline: Year-round					
Beverly Hills Economic Development Website Support					
Support City efforts to develop economic development portion of its website; gather data; identify best practices; attend strategy meetings; develop storyboard for site as needed	\$200	45	\$7,550 (@20 hrs. -Dir, 25 hrs. - Manager)	\$7,750	7550
Total				\$7,750	
Timeline: Year-round					
Mayoral Business Retention Meetings					
Management of meetings with 12 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.		69	\$13,350 (@15 hrs. - CEO, 45 hrs - Dir, 9 hrs. -Manager)	\$13,350	13350
Follow up calls, emails and meetings with businesses and City to implement action items as needed.		10	\$1,980 (@2 hrs - CEO, 8 hrs. - Dir)	\$1,980	1980
Printing costs/travel costs/light hospitality	\$220			\$220	
Total				\$15,550	

<b>Timeline: Year-round</b>					
<b>LA Metro Subway Stakeholder Outreach Meetings</b>					
Preparation, set-up, coordination and attendance at up to 12 stakeholder meetings (in person or via Zoom); manage and add to email distribution list; research and outreach to stakeholders, draft agenda, send invitations, and attend meetings and develop action plan with stakeholders, including City		60	\$10,200 (@ 10 hrs. - CEO, 10 - Dir, @ 40 hours - Manager)	\$10,200	10200
Prepare reports with summary and recommendations from the meetings; follow up action as needed on items generated by meetings		29	\$4,550 (@ 5 hrs - Dir, 24 hrs - Manager)	\$4,550	4550
Minutes/supplies/refreshments	\$250			\$250	
<b>Total</b>				<b>\$15,000</b>	
<b>Timeline: Year-round</b>					
<b>Economic Sustainability Plan Support</b>					
Support City as needed with implementation of additional action items identified as important or priority items in Economic Sustainability Plan	\$250	40	\$6,600 (@ 5 hrs. - CEO, 5 hrs. - Dir, 30 - Manager)	\$6,850	6600
<b>Total</b>				<b>\$6,850</b>	
<b>Timeline: Year-round</b>					
<b>Regional Business Attraction</b>					
Work with our Branding Agency, SMBLZ, to create regional business attraction materials and advertising with the goal to include attracting qualified businesses to expand to Beverly Hills.		31	\$5,450 (@ 5 hrs. - CEO, 10 hrs. - Dir, 16 hrs. - Manager)	\$5,450	5450
Work with SMBLZ to identify the best advertorial buying opportunities, create and approve all copy and campaigns (Ad Buy)	\$5,000	25	\$4,550 (@ 5 hrs. - CEO, 10 hrs. - Dir, 10 hrs. - Manager)	\$9,550	4550
Vendor for execution of creative design and activity campaigns (SMBLZ)	\$5,000			\$5,000	
<b>Total</b>				<b>\$20,000</b>	
<b>Timeline: Year-round</b>					
<b>New Businesses Newsletter</b>					
Prepare quarterly new businesses newsletter; marketing and distribution		45	\$8,600 (@ 5 hrs. - CEO, 10 hrs. - Dir, 37 hrs. - Manager)	\$8,600	8600
<b>Total</b>				<b>\$8,600</b>	

Timeline: Year-round				
Miami Business Attraction Research				
Chamber will research, identify, and outreach to business attraction targets within the Miami region. The goal is to determine the feasibility of an in person Miami trip to attract qualified businesses to expand to Beverly Hills		120	\$20,000 (@ 15 hrs. - CEO, 50 hrs. - Dir, 40 hrs. - Manager; 15 hrs. - Coordinator)	\$20,000
Total				\$20,000

20000

Executive Summary	
Marketing and Outreach Support for City and Partner Events, Functions and Services	\$51,250
New York Business Attraction and Retention Mission	\$115,000
Beverly Hills Property Owners Task Force	\$15,000
Small Business Development Center Partnership	\$26,350
Now Beverly Hills - Shop Local Program	\$120,000
Broker's Roundtables	\$13,800
Beverly Hills Small Business Task Force	\$15,000
Beverly Hills Economic Development Website Support	\$7,750
Mayoral Business Retention Meetings	\$15,550
LA Metro Subway Stakeholder Outreach Meetings	\$15,000
Economic Sustainability Plan Support	\$6,850
Regional Business Attraction	\$20,000
New Business Newsletter	\$8,600
Miami Business Attraction Research	\$20,000
Total	\$450,150