Meeting Date: October 9, 2018
Item Number: G-1
To: Honorable Mayor and City Council
From: Michael George, Management Analyst
Subject: NEXT BEVERLY HILLS COMMITTEE UPDATE
Attachments: 1. Committee Report with Attachments

**RECOMMENDATION**
Staff recommends the City Council hear the presentation from the Next Beverly Hills Committee, and if desired, provide comments and feedback.

**INTRODUCTION**
This report transmits an annual update from the Next Beverly Hills Committee on its current programs and initiatives. It also provides background on the Committee’s internal structure and operational procedures.

Leadership from the Next Beverly Hills Committee will provide a brief informational presentation.

**DISCUSSION**
The Next Beverly Hills Committee (Committee) was established in May 2015 by then-Mayor Gold to serve City residents aged 25-45. The objective of the Committee is to engage this demographic through a variety of platforms and initiatives that address the economic and civic needs of the City’s next generation as well as their lifestyles.

The Committee has prepared a report (Attachment 1), which includes detailed information on its activities, programs, and initiatives. Attachments to the Committee’s report also provide further details.

**FISCAL IMPACT**
The Committee does not have a designated budget. There are minimal administrative and direct costs associated with conducting the activities and meetings of the Committee, including the Next Beverly Hills Incubator initiative. These expenses are funded through the Policy and Management Business Development program budget (00101313).
Meeting Date: October 9, 2018

The City Council has separately approved, for the last three years, budgets for each of the Next Night events. These have also been funded through the Business Development program budget.

Pamela Mottice-Muller
Approved By
Attachment 1
COMMITTEE REPORT

Meeting Date: October 9, 2018
To: Honorable Mayor and City Council
From: Chair Jon Gluck and Vice Chair Kaveh Farshad on behalf of the Next Beverly Hills Committee
Subject: Next Beverly Hills Committee 2018 Annual Report

INTRODUCTION
The Next Beverly Hills Committee will provide a brief summary presentation. This report is an annual informational update from the Next Beverly Hills Committee on its current programs and initiatives.

SUMMARY
Background
The Next Beverly Hills Committee (Committee) was established in May 2015 by then-Mayor Gold to serve next generation ("next gen") City residents aged 25 to 45. The next gen demographic in Beverly Hills is estimated to comprise 25% of its residents, or 8,750 of its approximate 35,000 total residents. The mission of the Committee is to engage this demographic in innovative ways through a variety of impactful initiatives that address their lifestyle, economic, and civic needs. In addition, the Committee’s mission is to inspire and empower next gen residents to make Beverly Hills a better place for all. The group is often referred to as the “Next Gen” or “Next Beverly” committee.

Since January 2016 the Committee has operated as a standing City Council Committee, elevated at the time by unanimous vote of the City Council, holding regularly scheduled meetings with agendas posted in advance, and with two Councilmembers and City Staff assigned as liaisons. The Committee typically meets on the fourth Tuesday of each month and consists of a core leadership group including a Committee-elected Chair and Vice Chair, and various Subcommittees, each with its own appointed Chair(s) and supporting members. An overview the Committee is included as Attachment 1.

When the Committee was first established, its composition was developed through nominations from each then-Councilmember. By current practice, and due to the Mayor’s open invitation at the Evening with the Mayor event in 2015, membership in the Committee is open to residents and non-residents of all ages who (1) commit to attending at least half of the regularly scheduled meetings; and (2) demonstrate an interest in serving City
residents aged 25 to 45. On an annual basis, the Committee conducts a priority setting exercise that drives its programs and initiatives. The Committee has established five priority areas for this year:

1. Next Gen Arts
2. Next Gen Events
3. Next Gen Housing
4. City Communications Collaboration
5. Mayor's Initiatives Collaboration

**Initiative Adoption Process**

Committee members, should they desire, have the opportunity to propose new Committee initiatives through a formal proposal process. In order to submit an initiative proposal for consideration and potential adoption, the initiative must fall under one or more of the Committee's current priority areas. Additionally, the proposal requires two Committee members to co-sponsor the proposal, and proposals must be pitched twice before being voted upon by the full Committee. To be adopted, initiative proposals must receive favorable votes from at least 2/3 of all Committee members in attendance at the meeting during which the proposal is voted upon. The entire initiative adoption process takes at least three regularly scheduled Committee meetings for consideration and voting before official adoption.

**Current Initiatives**

*Next Night*

The Next Night event has been an initiative of the Committee since its founding and operates through a Subcommittee that has been Chaired by various Committee members. For the last three years, the Next Night Subcommittee has worked internally and with City staff to host three Next Night block party events on South Beverly Drive, all of which have included vendors and live musical entertainment. The first Next Night occurred in August 2016 with over 2,000 attendees, the second Next Night occurred in September 2017 with over 3,000 attendees, and the third Next Night occurred recently in August 2018 with a record attendance of over 5,000 people from Beverly Hills and across Los Angeles. The most recent Next Night event was cast as the grand finale event of the City's 2018 Summer B.O.L.D. (Beverly Hills Open Later Days) initiative, and was inclusive of co-branding partnerships with the Beverly Hills Conference and Visitors Bureau, the Beverly Hills Chamber of Commerce, and the Rodeo Drive Committee.

*Next Gen Housing*

The Next Gen Housing Initiative Subcommittee has explored the topic of housing in Beverly Hills since February 2016, and has maintained contact with the City's Community Development Department regarding the Subcommittee's projects. The Subcommittee has conducted a variety of preliminary activities related to housing including but not limited to developing and executing an initial limited community survey regarding next gen housing preferences and a draft research paper summarizing the findings. Since January 2018, the Subcommittee has shifted to its second phase of development and is currently strategizing possible next steps and areas of focus.

*Community Liaisons*

The Committee established the Community Liaisons initiative in February 2017. This initiative is a platform for individual Committee members to monitor specific topic areas in the City and provide ongoing updates regarding the assigned topic area to the Committee as a whole. Additionally, the City Manager's Office has assigned individual staff members
to serve as resources of information to the Community Liaisons on their assigned topic area. The assigned topic areas include Arts and Culture, Business, Charitable Solicitations, Education, Health and Safety, Beverly Hills Heritage, the Mayor’s Strategic Planning Committee, Mobility, Parks and Recreation, Planning, Public Works, and Technology.

Next Beverly Hills Incubator
The Committee formally adopted the Next Beverly Hills Incubator (“Incubator”) initiative in February 2018 by unanimous Committee vote. An overview of the initiative is provided in Attachment 2. The Incubator is a public service designed to stimulate the business environment in Beverly Hills and help local entrepreneurs develop their business ideas. The Incubator offers free-of-charge entrepreneurship workshops to Beverly Hills residents and businesses, and to those interested in becoming residents of and starting businesses in Beverly Hills. The curriculum is designed and facilitated by local entrepreneurs who guide participants through a series of workshops, including a segment that teaches how to set up a business in Beverly Hills.

North Canon Wall Mural Art
The North Canon Wall Mural Art initiative is the Committee's newest initiative, which the Committee adopted in July 2018. An overview of the initiative is provided in Attachment 3. The purpose of this initiative is to utilize an opportunity to provide mural art on the wall that will be constructed at the intersection of North Canon Drive and Wilshire Blvd. as part of the Section 2 Metro Purple Line construction project. The members of this initiative Subcommittee have worked with and will continue to work with City staff and key stakeholders involved with the Metro Purple Line project to encourage a next gen-focused art installation during the years that the wall is in place. The Subcommittee will continue to work with City staff on this opportunity for developing an enhanced visual experience on the future N. Canon Wall, and promoting it as an attraction for visitors, residents, and patrons alike.

Standing Subcommittees
Marketing
The Marketing Subcommittee oversees all marketing activities for the entire Committee through print and digital mediums, with a focus on social media, and has operated since the founding of the Committee. Currently, all Committee marketing content follows an approval process through the City’s Public Information team and is pre-approved before being posted. Under the oversight of the City's Public Information team, the Committee currently operates Facebook, Instagram and Twitter accounts, through which the Committee promotes and shares its programs, initiatives, Next gen-relevant content and happenings within the City and the community.

Events
In July 2018 the Committee launched the Events Subcommittee. This Subcommittee will focus on developing and creating activities and events designed to attract next gen residents of Beverly Hills to the Committee, while also encouraging them to become engaged in the Committee's mission and the City in general. The Events Subcommittee will be working with City staff and Committee leadership on following all pertinent regulations surrounding Committee-sponsored events.
Attachment 1
Next Beverly Hills Committee
Overview

Committee name:  Next Beverly Hills Committee
Brand name:  Next Beverly Hills
Tagline:  Shaping our city's future together™

Designation:  An official City of Beverly Hills committee chartered by the Mayor and the City Council
Established:  May 2015 by then Mayor Julian Gold
Elected Leadership:  Jon Gluck (Chair) and Kaveh Farshad (Vice Chair)
City Council Liaisons:  Mayor Julian Gold and Councilmember Bob Wunderlich
City Staff Liaisons:  Pamela Mottice-Muller and Michael George

Meetings:  Open to public, monthly, every fourth Tuesday, at 8:00am-9:30am, at Beverly Hills City Hall
Membership:  Open to residents and non-residents of all ages who are passionate about NBH's mission.

Mission:
Next Beverly Hills ("NBH") is an official Beverly Hills city committee of talented next generation leaders chartered by the Mayor and City Council to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs, and to inspire them to make Beverly Hills a better place for all.

Official Committee Partners:
- Beverly Hills Chamber of Commerce
- Beverly Hills Conference & Visitors Bureau

Turn me over for more info
Committee Objectives:

1. **Discover and develop** the next leaders of Beverly Hills.
2. **Provide** the City of Beverly Hills and major city organizations with insights about Gen X and Gen Y/Millennials ("next generation") needs and wants.
3. **Engage** next generation residents.
4. **Create and execute** innovative initiatives that address the needs and wants of next generation residents.
5. Help make Beverly Hills a **better place for all**.

2018 Priority Areas:

1. Next Gen Arts
2. Next Gen Events
3. Next Gen Housing
4. City Communications Collaboration
5. Mayor’s Initiatives Collaboration

Organizational structure:

- **Next Beverly Hills Committee** - The full Next Beverly Hills Committee.
- **Subcommittees** - Member-driven teams carrying out NBH’s work.
- **Priority Areas** - Areas of focus voted on annually by the full Committee to guide NBH’s work.
- **Initiatives** - Projects within NBH’s Priority Areas that the Committee votes to undertake and forms a Subcommittee to carry out.

Website: BeverlyHills.org/Next

Social media:

- **Channels**: @NextBeverlyHills on Facebook and Instagram; @NextBevHills on Twitter
- **Primary hashtag**: #nextbeverlyhills **Secondary hashtags**: #nextgen #nextgeneration #beverlyhills

Contact info:

- **Chair**: Jon Gluck - Jon@JonGluck.com
- **Vice Chair**: Kaveh Farshad - KFar@ScoreParkingNow.com
- **City Staff Liaison**: Michael George - MGeorge@BeverlyHills.org

If you’re interested in becoming a member of Next Beverly Hills, please email Michael George at MGeorge@BeverlyHills.org
Attachment 2
Next Beverly Hills Incubator

*An official initiative of the Next Beverly Hills Committee*

**Initiative Overview**

**Initiative Name:** Next Beverly Hills Incubator (NBHI)

**Tagline:** Empowering local entrepreneurs to startup and thrive™

**Initiative Of:** Next Beverly Hills Committee (NBH), an official City of Beverly Hills Committee

**Established:** February 2018, adopted as an official initiative by unanimous Committee vote

**Initiative Co-Chairs:** Next Beverly Hills Committee members Bradley Cook and Tal Navarro

**Initiative Team:** Various members of the Next Beverly Hills Committee, and other locals

**City Staff Leads:** Pamela Mottice-Muller and Michael George

**Mission:**
The Next Beverly Hills Incubator seeks to cultivate the next generation of entrepreneurship in Beverly Hills.

**Description:**
The Next Beverly Hills Incubator is a public service designed to stimulate the business environment in Beverly Hills and help local entrepreneurs develop and “incubate” their business ideas. It seeks to cultivate a community and culture of entrepreneurship in Beverly Hills by offering, as a public service, free entrepreneurship workshops for Beverly Hills residents and businesses as well as those interested in becoming residents of and starting businesses in Beverly Hills. The specific curriculum is facilitated by volunteer local next gen entrepreneurs and consists of a sequence of structured workshops that guide participants through the business startup process.

**Target Audience:**
Aspiring and current entrepreneurs of all ages and experience levels who are either current or potential residents of Beverly Hills. Current residents are given priority and emphasis in recruitment efforts.
Participation Process:
1. Online application submittal
2. Application review and approval by Initiative Co-Chairs and their Selection Committee
3. Cohort of selected entrepreneurs participate in a series of workshops once per week for four weeks
4. Cohort becomes NBHI graduates at the finale of the four-week workshop series

Program:
- Each workshop is conducted at Beverly Hills-based co-working space Dots Workspace at 113 N. San Vicente Blvd., which generously donates its space to NBHI
- Each entrepreneur develops their business plan through a series of “Business Model Canvas” activities
- Each business plan consists of the business’s unique value proposition, mission, target customers, pitch deck, and more

City Support:
- Advertising of program
- Printing of program books
- Printing of workshop handouts and materials, as needed
- Snacks and refreshments
- Basic office supplies
- Funded through City’s FY 2018-19 program budget for Business Development activities

Cohorts:
Completed:
- Cohort #1 – April 2018
- Cohort #2 – July 2018

Upcoming:
- Cohort #3 – October 2018

Marketing:
NBHI utilizes the City’s and NBH’s various marketing channels, including:
- @NextBeverlyHills on Facebook and Instagram
- Printed flyers in public facilities
- Print and online ads
- Marketing channels of NBH’s official partners Beverly Hills Chamber and Beverly Hills CVB

Contact: City Manager’s Office – (310) 285-2454
Attachment 3
North Canon Wall Mural Art
An official initiative of the Next Beverly Hills Committee

Initiative Overview

Initiative Name: North Canon Wall Mural Art (NCWMA)
Initiative of: Next Beverly Hills Committee (NBH), an official City of Beverly Hills Committee
Established: July 2018, adopted as an official initiative by Committee vote
Initiative Co-Chairs: Next Beverly Hills Committee members Kory Klem and Jamie Ross
Initiative Team: Various members of the Next Beverly Hills Committee
City Staff Leads: Teresa Revis, Michael George, and Pamela Mottice-Muller
Contact: City Manager’s Office: (310) 285-1025 or Teresa Revis: (310) 285-2471

Mission: The North Canon Wall Mural Art initiative seeks to support and facilitate next generation public art in Beverly Hills.

Description:
The North Canon Wall Mural Art initiative was established to utilize an upcoming opportunity to provide public mural art in Beverly Hills. An estimated 80-foot x 20-foot wall is going up on North Canon Drive and Wilshire Boulevard as part of the Section 2 Metro Purple Line construction project. Through this initiative, the Next Beverly Hills Committee has identified a special opportunity to feature an incredible public art piece on the wall. The Committee has worked with and will continue to work with key stakeholders to encourage a next gen-focused art installation during the 2-6 years that the wall is up, and will explore the potential of including an augmented reality (AI) component of the art to be installed.

Stakeholders: City of Beverly Hills; Metro/TPOG; Canon Drive businesses; Beverly Hills Chamber of Commerce; Beverly Hills Conference & Visitors Bureau; Area residents.

Target Audience: Visitors, residents, and the business community of Beverly Hills will be provided an enhanced visual experience in the City as a result of the public art installation. The art installation will be an additional attraction for tourism in the City and will contribute to the goal of supporting Beverly Hills as a premier place to shop, dine and stay.
City Support:

- Funding
- Managing a request for qualifications process for the art installation
- Serving as a liaison between the Next Beverly Hills Committee, Metro, and all other stakeholders
- Facilitating review and approval of all aspects of the initiative by the City Council
- Providing necessary public safety and security services associated with the art installation
- Holding stakeholder meetings
- Wall-related events (ex. launch event)

Next Beverly Hills Committee Support:

- Assisting in stakeholder outreach and developing consensus in the community
- Assisting in the selection of the consultant after the initial RFQ process
- Assisting in the selection of the artist(s)
- Supporting the marketing of the wall, including through social media
- Supporting events that will be hosted in relation to the wall
- Participating as a core stakeholder in the initiative

Initiative Schedule (Tentative):

- Release a Request for Qualifications to identify a Public Art Management Consultant to manage the project, to include:
  - Working with the City and Stakeholders to recommend artists;
  - Assisting the City in contracting with the selected artist(s);
  - Managing the installation of the art, including determination of proper surface material and application;
  - Determining best practices for rotating the art and managing selection and installation of change-outs;
  - Working with the City and stakeholders to incorporate Augmented Reality for all or a portion of the exhibit; and
  - Providing recommendations and working with the City with regards to appropriate public relations activities including but not limited to events and outreach.
- Wall to go up January 2019
- Art installation date: TBD

Marketing: No initial marketing needed. Marketing of stakeholder meetings and future marketing needs will be done using the City's traditional marketing channels.