



STAFF REPORT

Meeting Date: July 19, 2016
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager
Subject: Recommendation from Chamber of Commerce Liaison Committee Regarding the Fiscal Year 2016-2017 Scope of Work and Funding Request from the Beverly Hills Chamber of Commerce and Civic Association
Attachments: 1. Chamber of Commerce Proposed Work Plan and Budget Detail

INTRODUCTION

This item provides a recommendation from the Chamber of Commerce Liaison Committee for the approval of the Fiscal Year 2016-2017 scope of work and funding request from the Beverly Hills Chamber of Commerce and Civic Association.

DISCUSSION

The City contracts with the Beverly Hills Chamber of Commerce to provide a range of outsourced programs to retain existing businesses and attract new businesses to the City. Additionally, the Chamber is contracted to assist with outreach initiatives and to promote strategic policies developed by the City to the business community.

On June 16, 2016, the Chamber of Commerce Liaison Committee (Councilmembers Bosse and Gold) met with Chamber representatives to review their submission of a work plan for business attraction and retention services for Fiscal Year 2016-2017. The work plan includes the annual New York Business Attraction and Retention Mission, support for the continuation of existing initiatives that have proven successful in prior years and new initiatives designed to attract and retain businesses in Beverly Hills. The new initiatives include a 'Get To Know Your City' Program and support for the City's outreach efforts for the Santa Monica Boulevard Reconstruction Project and new five-year Economic Sustainability Strategic Plan.

The Liaison Committee has recommended approval of the Chamber's work plan and corresponding funding request of \$210,560, which represents a 39% decrease to the Chamber's funding agreement from the prior fiscal year. This decrease is due to previous initiatives that will be discontinued as the Chamber strategically repositions its efforts towards initiatives with a successful track record and new initiatives that align with

the City's priorities. The Chamber's work plan is included as Attachment No. 1 to this staff report and the portfolio of services includes the following:

Recurring Initiatives:

- **New York Business Attraction and Retention Mission** – oversee planning, preparation, execution and post-trip follow up activities. Unlike prior missions, this year's mission will be focused exclusively on business attraction with a smaller delegation, shorter duration and overall reduced budget. The Chamber will continue to coordinate local business retention meetings.
- **Management of Mayoral Business Retention Meetings** – schedule and manage twelve retention meetings with businesses from various sectors to include the Mayor and key Chamber and City staff in an effort to better understand the concerns of the business community and programs that may help meet their concerns and needs.
- **Small Business Saturday Marketing Campaign** – build on the success of the annual campaign by encouraging small businesses in Beverly Hills to participate in the Small Business Saturday Program. Includes a morning breakfast event with the Mayor and partnering with small businesses on marketing collateral and incentives for store patrons on Saturday, November 26, 2016.
- **Business Education with Small Business Development Center (SBDC)** – the Chamber will once again partner with the SBDC to offer relevant business counseling and educational seminars at the Chamber's offices.
- **Sponsorship of Beverly Hills Tomorrow Event** – the City will sponsor the Chamber's annual signature event *Beverly Hills Tomorrow*, a symposium designed to inspire ideas, spark collaboration and engage attendees.
- **Commercial Broker Roundtable Meetings** – continue the success of this program by arranging two broker roundtable meetings to discuss available space opportunities, business leads and to provide recommendations to the City and Chamber on ways to spearhead business growth in Beverly Hills.

Total Funding Request for Recurring Initiatives = \$175,420

New Initiatives:

- **'Get To Know Your City' Program** – a new program in partnership with the City to help businesses navigate permitting and other requirements to ensure a successful operation. As proposed this program would include an open house held twice a year where businesses can interact with City departments and obtain critical information. The program will also include a comprehensive manual with guidelines for doing business in Beverly Hills.
- **Santa Monica Boulevard Reconstruction Project Outreach Plan** – the Chamber will work in conjunction with the City and host up to four outreach meetings with the business community to provide critical project updates and share information about mitigation programs for impacted businesses.

- **Economic Sustainability Strategic Plan** – one of the Fiscal Year 2016-17 City Council priorities is a work plan to develop a new five-year Economic Sustainability Strategic Plan. The Chamber will support this effort by hosting a minimum of three focus groups with the business community to obtain feedback on critical elements for the Plan.

Total Funding Request for New Initiatives = \$35,140

FISCAL IMPACT

The Chamber of Commerce Liaison Committee has recommended a funding agreement with the Beverly Hills Chamber of Commerce and Civic Association for the above-mentioned portfolio of services in the amount of \$210,560. Funding for the Chamber of Commerce is budgeted in the General Fund, Business Development account 0101313.

RECOMMENDATION

Staff recommends that the City Council review the Liaison Committee's recommendation for the Fiscal Year 2016-2017 portfolio of services and funding request from the Beverly Hills Chamber of Commerce and Civic Association. The funding agreement is included on this evening's formal agenda for City Council consideration.

Cheryl Friedling
Approved By



Attachment 1



2016-17 Chamber of Commerce Work Plan with the City of Beverly Hills

- I. Beverly Hills Economic Development
 - A. New York Mission
 - B. Management of Mayoral Business Retention Meetings
 - C. Broker's Roundtable

- II. Beverly Hills Business Programming and Development
 - A. Get to Know Your City Program
 - B. Small Business Development Center
 - C. Small Business Saturday

- III. Beverly Hills Events and Marketing
 - A. Beverly Hills Tomorrow

- IV. Add-Ons
 - A. Santa Monica Boulevard Reconstruction Outreach Plan
 - B. Economic Sustainability Plan
 - C. Autonomous Vehicle Summit

Work Plan Component	Time Frame (July 2016-June 2017)	Cost	Last year's cost
IA. New York Mission	Year-round (Mission: Oct. 24-27)	\$85,180	\$110,000
IB. Management of Business Retention Meetings with Mayor's office	Year-round	\$15,300	18,000
IC. Broker's Roundtables	December 2016 & June 2017	\$10,230	\$10,000
IIA. Get to Know Your City Program	Year-round	\$16,480	N/A
IIB. Small Business Development Center Partnership	Year-round	\$20,000	\$20,000
IIC. Small Business Saturday	Nov. 26, 2016	\$14,710	\$10,000
IIIA. Beverly Hills Tomorrow	Oct. 2016	\$30,000 ¹	\$30,000

¹ This is the last year that the Chamber will be making a sponsorship request to the City for Beverly Hills Tomorrow.

IVA. Santa Monica Blvd. Reconstruction Outreach Plan	Year-round	\$8,575	N/A
IVB. Economic Sustainability Plan	Year-round	\$10,085	N/A
TOTAL		\$210,560	\$345,000 (total from last year's programs, including ones not listed)

I. Beverly Hills Economic Development

A. New York City Business Attraction Mission

Overview

Outreach, preparation and travel to New York City for a 3 day trip to attract businesses to Beverly Hills.

Objective

To attract prestigious national and international companies doing business in New York to open business in Beverly Hills with increased focus on prospective office tenants for Wilshire Blvd, Entertainment District and the Southeast portion of the City.

Description

This year, the suitable dates for the New York Mission are October 24-27, 2016. Monday, October 24 will be a travel day and with all meetings held on October 25 and 26. The group will then travel home early on Thursday, October 27. The three-day mission will continue to be dedicated to one-on-one meetings with the focus on attraction of new business candidates to Beverly Hills. The team will divide into 2 tracks of about 3 people each (a Chamber staff member, a City Councilmember/Mayor and a City staff member). Unlike last year's trip, this year's trip will be focused exclusively on attraction and will be shorter in duration.

Last year, the delegation participated in a total of 22 meetings over 3 days with attraction and retention targets that provided an opportunity for all parties to share their questions and concerns about doing business in Beverly Hills. Many of the businesses expressed interest in Beverly Hills. For example, Jenel Management discussed the possibility of renovating and moving into the first floor of the Paley Center. Stephen F. expressed strong interest in a 1,000 square foot store and asked for a tour of the area.

The Chamber believes there is added value in re-visiting the businesses that expressed significant interest last year as a way of building the relationship and setting the table for a move by that company in the longer term. For example, the David Burke Group expressed serious interest in leasing space in the City and asked to be connected to brokers. The store "Story" stated that they are interested as well but were about 2-3 years out from making a decision.

Additionally, given that the “Golden Triangle” area of the City is nearly fully leased up, it might be advisable to consider other nearby streets (Wilshire just east of Beverly Drive) as possible venues for relocation for certain types of companies.

The Chamber will research key businesses to approach for attraction meetings in New York as well as assess which existing businesses in Beverly Hills would most benefit from a visit. As in prior years, the Chamber will arrange and coordinate all travel logistics.

Metrics

Last year, the Mission met with 22 businesses during the course of the 3 day trip. This year, the Chamber will plan to set up 15-18 meetings given the reduced scope of the trip and continue to diversify the businesses to which we outreach.

The Chamber’s goal will be to convince at least one business to open a location in Beverly Hills in 2017 and to gain at tentative commitments for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2018-2019).

Conclusion

The total cost for this item is \$85,180. A cost breakdown is available in Attachment A.

B. Management of Mayoral Business Retention Meetings

Overview

The Chamber will manage the implementation of 12 meetings with business owners of targeted sectors and the Beverly Hills Mayor’s office.

Objective

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

Description

As in the past several years, the Chamber has organized 12 (twelve) meetings with business owners of targeted business sectors with the Beverly Hills Mayor’s office. These meetings will be attended by the Mayor, a member of the City Manager’s office and a Chamber staff member as well as by executives of the business itself. The Chamber will develop a list of businesses to visit with input from the City. The goal of these meetings is for the Chamber and the Mayor’s office to better understand the concerns of the business community and their experiences in the City. These meetings will help the City and the Chamber develop programs to best support the needs of the business community.

The Chamber will develop a matrix of businesses to meet with over the next year focusing on businesses that might close their doors and large businesses that are new to the city. The Chamber will look into reserving two standing times every month for these meetings to take place (i.e., the first Tuesday of every month in the morning).

The planned production is as follows:

- Scheduling 12 Business Retention meetings in coordination with the City Manager's office.
- Production and distribution of a one-page briefing sheet for City attendees a week before each meeting.
- Production of a quarterly report that summarizes each meeting and common themes that emerged.

The Chamber will continue to administer targeted retention meetings in coordination with the City Manager's office. In response to feedback from the New York Trip, some of the retention meetings that occur in New York will instead be scheduled to occur in Beverly Hills (subject to the travel schedule of the desired executives).

Metrics

All of the businesses the Mayor has met to date (7 of 12 with one cancellation) with have been retained as businesses in the City.

Additionally, the meetings have uncovered important information. For instance, in response to the Mayor's question about how to engage younger shoppers coming to Beverly Hills, Gucci suggested that the City engage young filmmakers at USC & UCLA about how they see the City. Tishman Speyer (owners of the Maple Plaza office complex) asked whether the City is willing to explore allowing tandem parking and about a code revision that would more easily permit roof gardens.

Conclusion

The Chamber requests \$15,300 to manage the Mayoral Retention Meetings. A cost breakdown is available in Attachment B.

C. Broker's Roundtable

Overview

A bi-yearly roundtable between commercial and residential real estate brokers as well as senior City officials to spur discussions and business deals for Beverly Hills properties.

Objective

To encourage dialogue between brokers about possible deals as well as to identify new developments with City officials.

Summary

The Chamber will organize and host two Broker’s Roundtable meetings in December 2016 and June 2017. The Roundtables provide an opportunity for the leading commercial brokers and senior officials from the City to gather and share information about new developments.

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 discussed the considerable space in the MGM building available and the idea of potential tenants.
- The Group discussed a plan called Southeast in Motion to get information from businesses and residents about the changes they would like to see, particularly in light of the subway stop coming into Wilshire and La Cienega.
- Brokers were informed of the result of the New York Mission and discussed the lack of vacancies in the “Golden Triangle” region of the City.
- The key takeaway from the December 2015 meeting was that competitors such as Westfield are vying for Beverly Hills merchants, who will be weighing their options for profitability. Beverly Hills will need a strategy to retain and attract businesses as well as maximize foot traffic.

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 & Planning Commission. The Chamber currently invites about 30 brokers to these meetings.

Metrics

Obtain attendance of 30 + brokers to each meeting. Result in at least one commercial real estate deal being concluded as a result of the connections made in the meetings.

Conclusion

The total cost for this item is \$10,230. Cost breakdown is available in Attachment B.

II. Beverly Hills Business Programming and Development

A. Get to Know Your City Program

Overview

The Chamber proposes a “Get to Know Your City Program” to help business navigate the City. The Chamber proposes to put together a short pamphlet or report in consultation with the City to provide an overview of City permitting, tax and other requirements and communication tools.

Objective

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

Description

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

To the Chamber’s knowledge, there exists no “one stop shopping” experience or report where businesses can learn everything they need to do to be in compliance with City requirements and effectively communicate with the City. An educational program and materials would help businesses better understand how to navigate the City. It would also help reduce calls to the wrong City Department, misunderstandings over business requirements, and help increase compliance with City requirements.

To this end, the Chamber proposes to put on a “Get to Know Your City” program. The Chamber proposes a bi-yearly “open house” where businesses can interact with relevant City Departments to learn how they function. The event could include speakers from each relevant City Department impacting businesses as well as senior City staff and the City Council if available.

For the open house, booths would be set up for the various City Departments and the event would feature speakers from some or all of the relevant Departments to discuss their function with suggestions on how to navigate the City. The benefit of this format would be that all information would be concentrated in one time and place.

Along with the “presentation component” the Chamber proposes to develop, in consultation with each Department, an updated pamphlet or report that describes the functions of each City Department and provides helpful contact information and tips on how to effectively communicate with the City. One of the goals would be to save time businesses would otherwise consume of City employee time with basic questions that could be answered in the pamphlet.

Metrics

This would be the first year of the program, so there are no past metrics. However, members have expressed an interest in better understanding the City's permitting process as well as how to do business in general.

The goals would be to (1) reduce administrative costs and burden on the City; (2) where possible, streamline the permitting process to allow businesses to move and open more quickly; and (3) to improve overall communication between businesses and the City.

Conclusion

The total cost for this item is \$16,480. Cost breakdown is available in Attachment B.

B. Small Business Development Center

Overview

The Chamber has a partnership with the Small Business Development Center (SBDC) at Long Beach and 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 Long Beach to offer one-on-one business counseling and educational seminars at the Chamber. The Chamber's new hired consultant, Dax Stephens, has garnered accolades and positive testimonials from residents and businesses who have received SBDC services.

Overall, our consultant held just under 100 meetings with Beverly Hills businesses and residents interested in opening up a location. A short list of some of the companies receiving services include: Serena Interiors, Mynela Staffing, White Diamonds, Adwest, Body of Harmony, Beverly Hills Cancer Center, and Classic Chauffeured Services.

Educational seminars (Business Needs 2 Know) occurred once a month and have also been successful with good attendance on topics such as marketing, reading financial statements and creating a business plan. These seminars will continue to be offered once a month in the Chamber's Board Room and be publicized by the Chamber and the SBDC.

Metrics

Conduct 12 Business Needs 2 Know events and approximately 100 one on one meetings with the business development consultant.

Conclusion

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

C. Small Business Saturday

Overview

Small Business Saturday is dedicated to supporting small businesses across the country. The Chamber promotes and draws attendance to the event to drive business for small businesses in the City.

Objective

To promote and draw attendance to the annual Small Business Saturday event, generating revenue for Beverly Hills Small Business and by extension tax revenue for the City.

Description

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 Chamber will organize the outreach efforts for Small Business Saturday in November 2016 (date to be determined). The Chamber has developed a strong relationship with the national agency that provided all branded materials for Small Business Saturday and offered constructive criticism to make the day even more successful.

Highlights of the 2015 Small Business Saturday on November 28, 2015 campaign include:

- Produced two launch events including a networking breakfast attended by approximately 90 people and evening mixer at Pussy & Pooch attended by Mayor Gold and approximately 50 people.
- Passed out collateral at Farmers Market and signed up businesses to participate.
- Large social media campaign including contests and prizes.
- On the day of Small Business Saturday, Mayor Julian Gold participated in business visits to 8 separate locations along with several other Chamber members and community representatives.
- Received press coverage in the Beverly Hills Weekly, the Courier and Westsidetoday.com.
- Promoted several “Shop Small” Community Dinners organized by American Express.

For the 2016 campaign, the Chamber will continue to aggressively promote the campaign in partnership with American Express and seek to increase the number of businesses participating by:

- Create awareness and encourage Beverly Hills businesses to sign up to participate and take advantage of resources through American Express
- Produce one evening mixer launch event in the weeks leading up to Small Business Saturday
- Distribute collateral at a Farmers Market and sign up businesses to participate
- Ongoing electronic and social media communication across all platforms
- Day of programming:
 - Produce a morning breakfast launch event for the Mayor and members of the community to gather before visiting businesses
 - Enhance the Mayor’s business visits by producing a “Walk with the Mayor” type event encouraging participants to shop at each stop likewise encouraging businesses on the trail to offer exclusive specials

Metrics

Secure 100 participating businesses overall and coordinate 8-10 business visits.

Conclusion

The total cost for this item is \$14,710. Cost Breakdown available in Attachment B.

III. Beverly Hills Events and Marketing

A. Beverly Hills Tomorrow

Overview

An annual event attended by several hundred people highlighting the near term future of Beverly Hills with hosted discussions with innovative industry leaders, entertainment and food and beverage highlighting the Beverly Hills experience.

Objective

To highlight the City of Beverly Hills for residents, businesses and the surrounding region. The Chamber proposes that the City sponsor the event in the amount of \$30,000. The City will receive 30 tickets to this event for use by executives and staff as well as acknowledgment of being an exclusive presenting sponsor. The City’s Sponsorship will be phased out after this year.

Description

In its fifth year, Beverly Hills Tomorrow has become a prominent event with wide media exposure soliciting great interest from businesses and influencers throughout Beverly Hills and Los Angeles.

In 2016, the event was again hosted by Beverly Hills Resident Larry King at the Wallis Annenberg Center for the Performing Arts who interviewed five acclaimed industry leaders in a program that received great reviews from attendees. The panel included Beverly Hills Resident Beth Karlan, MD, Director of the Women's Cancer Program at Cedars-Sinai, Darren Dworkin, Chief Information Officer for Cedar-Sinai Medical Center, Josh Schank, Chief Innovation Officer for LA County Metro, Kenny Dichter, CEO of Wheels Up, a private jet company, and Beverly Hills Resident and business owner Alki David, founder of Hologram USA.

For the next Tomorrow event, the Chamber is planning on moving the date to the fall of 2016 to gain separation from other signature events that the Chamber puts together including moving the Best of Beverly Hills Golden Palm Award Gala to the spring of 2017 to accommodate the Will Rogers Awards that will take place on November 3, 2016. The Chamber is aware of the City's fall summit on autonomous vehicles. Accordingly, the Chamber would like to put some additional focus in the program on autonomous vehicles. We believe this will complement the City's Autonomous Vehicle Program, an innovative and one of its kind idea in municipalities that deserves heightened attention.

A sponsorship amount of \$30,000 will make the City an exclusive presenting sponsor of Beverly Hills Tomorrow. The City will be featured on all collateral and promotions for the event and have visibility in all publicity. As an exclusive presenting sponsor, the City's logo and name will be included on all marketing for the event including invitations, electronic promotion and public relations. Additionally, the City will receive 30 free tickets to the event. This would be the last year of the sponsorship.

Metrics

The Chamber's goal will be to sell out the Wallis Theater and to gain regional notice for the City of Beverly Hills.

Conclusion

The total cost for this item is \$30,000. Cost breakdown available in Attachment B.

IV. Add-Ons

A. Santa Monica Blvd. Reconstruction Outreach Plan

Overview

North Santa Monica Boulevard in the City of Beverly Hills is undergoing a major reconstruction. The Chamber will conduct outreach with businesses at a series of four meetings between summer

2016 and June 2017 to communicate the existence and details of the reconstruction and develop a plan to minimize disruption to businesses as well as to respond to specific concerns as they arise.

Objective

To provide businesses advance notice of the existence of the project and to provide ongoing information about details of the project and how it will impact businesses. To develop ways of reducing disruption to businesses and to retain the businesses in Beverly Hills. To provide businesses a response system to report disruptions.

Description

The North Santa Monica Blvd. Reconstruction Project is an expected 18-24 month process of reconstructing the roadway and upgrading the century-old drainage system between Doheny Drive and Wilshire Boulevard. The project will involve significant lane closures, tearing up of roadway, and re-routing of traffic. The latest information the Chamber has is that the project is likely to commence in the summer or early fall of 2016 and to continue through to 2018.

Because of the length of the reconstruction, there is serious concern that the project will drive certain companies out of business and/or out of the City and into neighboring communities. This is particularly crucial because the businesses to be affected will be in the City's Golden Triangle, the heart of the City's commercial area.

In the Chamber's informal discussions with businesses to date, many of them are unaware that there is a reconstruction project planned for Santa Monica Blvd.

Therefore, the Chamber proposes to organize and host a series of 4 meetings with businesses to educate them on the existence and nature of the plan, communicate a timeline, and develop a proposal in consultation with the City to reduce the impact on businesses.

Metrics

Reach 100 percent of the businesses immediately surrounding the project (within half a mile). Host up to 4 outreach meetings. With input from businesses, suggest methods of mitigating the impact to businesses during construction. Respond to inquiries and complaints the Chamber received regarding construction, whether by referring to a specific City Department or handling in-house.

Conclusion

The total cost of this item is \$8,575. See attached cost breakdown in Attachment B.

B. Economic Sustainability Plan

Overview

The City is preparing a new five year Economic Sustainability Plan. The Chamber will host focus groups for the business community to provide input on the Plan

Objective

To get valuable input from the business community about the elements of the City's new Economic Sustainability Plan.

Description

The City prepared a five year Economic Sustainability Plan covering the years 2011-2015. Now that we have moved into 2016, the City is preparing to develop a new five year Economic Sustainability Plan.

In consultation with the City and a consultant, the Chamber proposes to host a series of up to 4 focus groups with the local business community to get their feedback on elements of the Plan. Among the specific issues the Chamber expects to be addressed are the following:

- Challenges from nearby retail centers, such as the new mall development in Century City, the Grove, West Hollywood and other luxury areas
- How to continue to attract and retain businesses in the City
- Ideas to revitalize Southeast Beverly Hills
- Discuss City taxation, planning and zoning process
- Impact of coming developments and technology (i.e. fiber optics, autonomous vehicles, subway)
- Infrastructure projects

The Chamber would obtain all meeting locations, oversee set up and promote the focus groups through the Chamber's existing channels. The Chamber will plan on having 15-20 businesses attend each focus group.

Metrics

Host a minimum of three focus groups to get feedback from the business community on the elements of the Economic Sustainability Plan. Obtain a basic set of criteria about the elements needed to ensure a positive and successful business climate.

Conclusion

The total cost of this item is \$10,085. See attached cost breakdown in Attachment B.

Hour totals		60		12				5	\$500			\$500
Category Subtotals	\$100		\$9,600		\$2,700							
											Total	\$12,900
											Hours	77
Timeline: Jan. - April 2016												
Ongoing Follow-up and research												
Ongoing research into business attraction		20	\$3,200					5	\$500			\$3,700
Ongoing database updating		8	\$1,280							12	\$1,200	\$2,480
Follow-through with attraction candidates	\$100	25	\$4,000									\$4,000
Hour totals		53						5		12		
Category Subtotals	\$100		\$8,480						\$500	24	\$1,200	
											Total	\$10,180
											Hours	70
Executive Summary (Grand Total)												
	Phase totals											
Planning & Preparation	\$38,350											
Mission Supervision & Coordination	\$23,750											
Post - trip follow up	\$12,900											
Ongoing Follow-up and research	\$10,180											
Grand Total	\$85,180											
Legend (Hourly rate of Chamber staff)												
Chamber Board President	\$0	Note: Chamber Board President contributes 40 hours at no charge to the City										
Chamber CEO	\$225											
Chamber CFO	\$185											
Chamber Director	\$160											
Chamber Manager	\$100											
Chamber Program Coordinator	\$50											

Beverly Hills Chamber of Commerce - Additional Initiatives Requested by City, FY 2016-17

Attachment B

	Hard costs	Director	Director	CEO	CEO	Manager	Manager	Program Coordinator	Program Coordinator	Total Cost
		(hours)	(costs)	(hours)	(costs)	(hours)	(costs)	(hours)	(costs)	
Timeline: July 2016 - June 2017										
Management of Mayor Business Retention Meetings										
Coordination of 12 business meetings with businesssees including creation of printed materials, scheduling, researching attendees, etc.		50	\$8,000	24	\$5,400	15	\$1,500			\$14,900
Printing costs/light hospitality	\$400									\$400
Total	\$400		\$8,000		\$5,400		\$1,500			\$15,300
Timeline: Winter 2016 & Summer 2017										
Broker's Roundtable										
Winter 2016 Roundtable										
Meeting set-up and coordination		24	\$3,840	5	\$1,125					\$4,965
Minutes/supplies/refreshments	\$150									\$150
										\$5,115
Summer 2017 Roundtable										
Meeting set-up and coordination		24	\$3,840	5	\$1,125					\$4,965
Minutes/supplies/refreshments	\$150									\$150
										\$5,115
Total	\$300	48	\$7,680	10	\$2,250					\$10,230
Timeline: Fall 2016 & Spring 2017										
Get to Know Your City Program										
Fall 2016 Open House										
Set-up and coordination		24	\$3,840	2	\$450	5	\$500			\$4,790
Minutes/supplies/refreshments	\$150									\$150
										\$4,940
Spring 2017 Open House										
Set-up and coordination		24	\$3,840	2	\$450	5	\$500			\$4,790
Minutes/supplies/refreshments	\$150									\$150
										\$4,940
Preparation of digital pamphlet on "Doing Business in the City of Beverly Hills"		35	\$5,600			10	\$1,000			\$6,600
Total	\$300	83	\$13,280	4	\$900	20	\$2,000			\$16,480
Timeline: July 2016-June 2017										
Small Business Development Center										

Annual Cost of Services provided by SBDC											\$20,000
Benefits of Partnership (& Costs):											
On-site Consultant twice monthly											
Monthly Seminars at Board Room											
Conf. Room Rental (Consulting Sessions & Seminars)											
Misc. Staff Administrative time											
											\$20,000
Timeline: August - November 2016											
AmEx Small Business Saturday (Nov. 26, 2016)											
Develop Social Media Marketing Platform		2	\$320.00			20	\$2,000	15	\$750		\$3,070
Create and produce marketing materials						10	\$1,000	20	\$1,000		\$2,000
Collateral production costs	\$400										\$400
Evening Mixer Launch Event	\$500	4	\$640	1	\$225	15	\$1,500	8	\$400		\$3,265
Day-off Outreach to small business owners, distribution of collateral, follow through				5	\$1,125.00	10	\$1,000	5	\$250		\$2,125
Produce day of breakfast for mayor	\$500	8	\$1,280	1	\$225	10	\$1,000	5	\$250		\$3,030
Develop post-event impact report		2	\$320			5	\$500				\$820
Totals	\$1,400	16	\$2,560.00	6	\$1,350.00	70	\$7,000	53	\$2,650		\$14,710
Timeline: April 2016											
Sponsorship of Beverly Hills Tomorrow											
Cost of Presenting Sponsorship											\$30,000
Benefits of Sponsorship:											
30 Tickets to event											
City logo featured on all collateral and promotion											
Logo on all graphics, PR releases and website and event promotion											
City able to showcase merchandise at event											
City dignitaries can present proclamations and awards to speakers											
										Total	\$30,000
Timeline: July 2016 - June 2017											
Santa Monica Boulevard Reconstruction Plan Outreach											
Plan up to 4 outreach meetings for business concerning Santa Monica Blvd. Reconstruction Project		25	\$4,000	4	\$900	20	\$2,000				\$6,900
Prepare and/or distribute outreach materials		5	\$925					5	\$250		\$1,175
Minutes/supplies/refreshments	\$500										\$500
Total	\$500	30	\$4,925	4	\$900	20	\$2,000	5	\$250		\$8,575
Timeline: July 2016 - June 2017											
Economic Sustainability Plan											
Minimum of 3 focus groups to support development of Economic Sustainability Plan		24	\$3,840	5	\$1,125	10	\$1,000	10	\$500		\$6,465

Prepare materials in consultation with City of Beverly Hills for use at focus group		12	\$1,920			12	\$1,200	10	\$500	\$3,620
Total		36	\$5,760	5	\$1,125	12	\$1,200	10	\$500	\$10,085

Executive Summary (Additional Initiatives)

Management of Mayor Merchant Meetings	\$15,300
Broker's Roundtable	\$10,230
Get to Know Your City Program	\$16,480
Small Business Development Center	\$20,000
Small Business Saturday	\$14,710
Beverly Hills Tomorrow Sponsorship	\$30,000
Santa Monica Blvd. Resconstruction Outreach	\$8,575
Economic Sustainability Plan	\$10,085
Grand Total	\$125,380

Legend (Hourly rate of Chamber staff)

Chamber Board President	\$0
Chamber CEO	\$225
Chamber CFO	\$185
Chamber Director	\$160
Chamber Manager	\$100
Chamber Program Coordinator	\$50