



AGENDA REPORT

Meeting Date: June 17, 2008
Item Number: F-8
To: Honorable Mayor & City Council
From: Alison Maxwell, Director Economic Development and Marketing
Subject: AUTHORIZATION FOR THE CITY MANAGER TO EXECUTE AGREEMENTS, AMENDMENTS AND AUTHORIZE PURCHASE ORDERS ON BEHALF OF THE CITY WITH THE BEVERLY HILLS CHAMBER OF COMMERCE, CONFERENCE AND VISITORS BUREAU AND ECONOMIC DEVELOPMENT DIVISIONS RELATING TO THE 2008-2009 PROGRAM OF WORK.
Attachments:

1. CVB and EDD First Quarter Requests
2. CVB and EDD Budget and Line Item Descriptions
3. CVB and EDD Program Presentations

RECOMMENDATION

Staff recommends that the City Council authorize the City Manager, along with the City Attorney, to prepare and execute agreements, amendments and authorize purchase orders on behalf of the City with the Beverly Hills Chamber of Commerce for the Conference and Visitors Bureau (CVB) and Economic Development Division (EDD) to provide funding to continue the provision of services through the first quarter 2008-2009 in a combined amount not to exceed \$807,380 (\$654,462 for CVB programs and \$152,918 for EDD programs).

Staff also recommends that full year funding and agreements for the Chamber of Commerce work plan be reviewed later in the first quarter 2008-2009 following Council's review of the findings from the Chamber performance audit.

INTRODUCTION

This item requests City Council to authorize the City Manager to execute agreements with the Chamber of Commerce for continuation of funding for their 2008-2009 work programs.

DISCUSSION

On May 6, 2008 the Council Committee for the Chamber of Commerce recommended providing the Chamber of Commerce with funding for its first quarter expenses and encumbrances to ensure continuity of service and programming while the City's management audit of the Chamber is finalized. Specifically, the Committee recommended the following:

1. That City Council support an amendment to the Beverly Hills Chamber CVB and EDD 2007-2008 contracts to cover necessary first quarter 2008-2009 expenditures and encumbrances, such as advertising buys and trade mission commitments.
2. That an item be placed on the June 17, 2008 Formal Council Agenda authorizing the City Manager to execute agreements and approve purchase orders in the combined amount of \$807,380 representing expenditures required for the first quarter operation of the Chamber CVB (\$654,462) and EDD (\$152,918).
3. And, that final determination of full-year funding levels be undertaken following consideration of the final report of the Chamber performance audit later in July 2008.

In order to facilitate this and ensure that first quarter funding and purchase orders are in place by early July 2008, Council is requested to grant the City Manager authority to execute agreements in relation to the 2008-2009 Chamber work programs for first quarter funding.

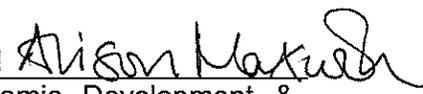
These recommendations along with the Chamber of Commerce Conference and Visitor Bureau and Economic Development Divisions work programs and interim funding requests were presented to City Council on the Study Session agenda of June 17, 2008. Copies of the Chamber of Commerce budget presentations are also attached as reference to this agenda report.

FISCAL IMPACT

The amount of the first quarter expenses sought for City Manager authority for these programs is: \$654,462 for the CVB from Program 0101311 "Tourism and Marketing; and \$152,918 for the EDD from Program 0101313 "Business Development" for a total of \$807,380. These funds are included in the City's 2008-2009 budget appropriation.



Scott Miller
Director Administrative Services/Chief
Financial Officer

Alison Maxwell 

Alison Maxwell
Director Economic Development &
Marketing



Beverly Hills Conference & Visitors Bureau

FIRST QUARTER REQUEST

FIRST QUARTER PROGRAMS:	\$75,000*
FIRST QUARTER MARKETING SUPPORT:	\$21,220*
FIRST QUARTER IN-MARKET SERVICES:	\$13,758*
FIRST QUARTER ENCUMBRANCES:	\$420,000
(not included above)	
• Advertising (1/2 of Media Buy)	\$250,000
• Domestic Marketing (NY Sales Mission)	\$100,000
• Website	\$50,000
• Familiarization Visits	\$5,000
• Special Programs (International Westside Ads)	\$10,000
• Promotional Items	\$5,000
FIRST QUARTER OPERATIONS:	\$124,484*
TOTAL REQUEST:	\$654,462

*First quarter request equates to ¼ of total budget for category with exception of encumbrances
Note: ¼ of annual budget equals \$539,540



FIRST QUARTER REQUEST 2008-09
ECONOMIC DEVELOPMENT DIVISION

FIRST QUARTER PROGRAMS:	\$16,263*
FIRST QUARTER ENCUMBRANCES:	\$24,000
(not included above)	
▪ New York Mission	\$24,000
FIRST QUARTER OPERATIONS:	\$89,652**
TOTAL REQUEST:	\$152,918

* First quarter request equates to ¼ of total budget for Programming with the exception of one encumbrance (New York Mission).

** First quarter operations request equates to ¼ of total budget for operations minus ¼ of EDD generated funding (\$25,000)

Attachment 2



Beverly Hills Conference & Visitors Bureau

Budget 08-09

CVB		07-08 Budget	08-09 Budget	Percentage Change
	City Funding	\$2,036,000	\$2,158,160	6%
	Holidays	\$100,000	\$0	-100%
	Expenses			
	Marketing Programs			
1	Advertising	\$599,512	\$566,878	-5%
2	Public Relations	\$125,000	\$100,000	-20%
3	Domestic Marketing	\$100,000	\$110,000	10%
4	International Marketing	\$150,000	\$200,000	33%
5	Familiarizations	\$3,500	\$7,000	100%
6	Website	\$27,762	\$75,000	170%
7	Special Programs	\$15,000	\$21,200	41%
	Marketing Support			
8	Library/Visual Aids	\$1,000	\$1,000	0%
9	Fulfillment (Infox)	\$20,000	\$21,000	5%
10	Collateral	\$75,000	\$56,000	-25%
11	Chamber Newsletter	\$3,450	\$1,880	-46%
12	Promotional Items	\$5,000	\$5,150	3%
13	Research	\$27,500	\$5,000	-82%
	In-Market Services			
14	Ambassador	\$49,061	\$50,533	3%
15	Holiday Programs	\$101,000	\$1,000	-99%
16	Visitor Center	\$0	\$3,500	N/A
	Other			
17	Prof Dev/Industry Confs	\$2,500	\$5,000	100%
18	Legal Fees/Licensing	\$1,000	\$1,500	50%
19	Dues	\$6,000	\$6,180	3%
20	Corp Expense Acct	\$3,500	\$5,000	43%
21	Contingency	\$500	\$515	3%
	Operations			1.03
22	Compensation	\$388,291	\$479,739	24%
23	Chamber Crossover	\$303,625	\$312,733	3%
24	Temporary Service	\$1,000	\$1,030	3%
25	Liability Insurance	\$9,600	\$9,888	3%
26	Rent	\$36,000	\$37,080	3%
27	Telephone	\$12,000	\$12,360	3%
28	Utilities	\$8,000	\$8,240	3%
29	Equipment Lease	\$7,000	\$7,210	3%
30	Audit	\$9,700	\$800	-92%
31	Office Supplies	\$6,000	\$6,180	3%
32	Division Supplies	\$5,000	\$5,150	3%
33	Computer/Tel Lease	\$18,700	\$19,261	3%
34	Postage and Delivery	\$10,000	\$10,300	3%
35	Shipping	\$1,800	\$1,854	3%
36	Database	\$3,000	\$3,000	0%
TOTAL		\$2,136,001	\$2,158,160	1%

BHCVB Budget Line Items

	ITEM	DESCRIPTION
1	Advertising	Advertising costs associated with <i>Love, Beverly Hills</i> campaign including agency fees and media buy. Reduced in 08/09 to cover website. Should incremental funding from 07/08 become available, advertising budget will be restored.
2	Public Relations	All expenses associated with PR programs. Reduced for 08/09 as Weber Shandwick will become project based and CVB Communications Manager will be hired for day-to-day PR activity.
3	Domestic Marketing	Annual New York Sales Mission along with sales calls and promotions within the US.
4	International Marketing	Participation in Pow Wow; representation in the UK, Australia and Japan through Tourism California (new for 08/09); representation in China through LA Inc (new for 08/09).; BHCVB Sales Mission to Mexico City; CTTC Sales Missions to UK, Australia and Japan; outreach to US-based divisions of international trade partners.
5	Familiarizations	Costs associated with hosting top trade and media to showcase Beverly Hills. Since media and trade visits have risen significantly, budget increased in 08/09 to supplement in-kind contributions from business partners.
6	Website	Redesign and relaunch of CVB website; search engine optimization; monthly maintenance fees; e-communications. The website will be a major focus in 08/09.
7	Special Programs	Westside CVB Partnership initiatives and other ad hoc special programs. Budget increased in 08/09 to cover CVB's share of Chamber/CVB/EDD reorganization/rebranding.
8	Library/Visual Aids	Maintenance of images, publications, CDs.
9	Fulfillment/Database	Fulfillment house and consumer database costs.
10	Collateral	Costs associated with collateral including Beverly's "little brown book", VIP Insider Advantage brochure, walking maps, and market specific one-sheets. Continue strategy of reducing collateral and driving consumers to website.
11	Chamber Newsletter	CVB's share of expenses associated with Chamber's monthly newsletter. Newsletter will be produced quarterly instead of monthly in 08/09.
12	Promotional Items	BH promotional items for sales missions, fairs, VIP groups, etc.
13	Research	Visitor profile data through partnership with LA Inc. and area CVBs. Reduction in budget reflects last year's expense of Tourism Impact Study.
14	Ambassador	Salary, payroll taxes/benefits, and expenses for City Greeter.
15	Holiday Programs	Miscellaneous holiday marketing costs. Reduction in budget reflects last year's funding from City for holiday programming.
16	Visitor Center	Funding to develop business plan for Beverly Hills Visitor Center.
17	Professional Development	Conferences/training in conjunction with IACVB and/or WACVB. Increased to cover additional staff and costs associated with

		WACVB Board of Directors.
18	Legal Fees/Advocacy	Primarily expenses associated with the licensing of <i>Love, Beverly Hills</i> .
19	Dues	Association Dues: TIA, CalTIA, IACVB, WACVB, PROST
20	Corporate Expense Account	Expenses related to client entertainment along with monthly expenses (parking, mileage, etc.) for CVB staff. Increased to cover committee and task force expenses as well as additional staff.
21	Contingency	Unanticipated costs associated with CVB programs.
22	Compensation	Salaries for CVB Executive Director, Business Development Director, Communications Manager (new position for 08/09 reflected in increase), Marketing Coordinator and independently contracted Project Coordinator. Also includes payroll taxes and benefits and for CVB staff.
23	Crossover	58% of salary for Chamber CEO along with 32% of salaries and payroll taxes/employee benefits for Controller, Communications Department, Special Events Manager, Receptionist and flat fee for Office Manager.
24	Temporary Service	Temporary administrative support staff.
25	Liability Insurance	Liability insurance costs associated with travel and off-site work related activities.
26	Office Rent	Portion of overall office space provided for CVB (\$2.50 per sq. ft. for 1,200 feet)
27	Telephone	800 number, on hold messaging, and 32% of overall monthly telephone expense.
28	Utilities	32% of utility costs.
29	Equipment Lease	32% of office equipment leases.
30	Audit	Costs to be covered by city financial audit, which will replace CVB's annual review.
31	Office Supplies	32% of overall office supplies.
32	Division Supplies	CVB-only materials to support programming.
33	Computer/Telephone Lease	32% of computer maintenance and costs associated with the telephone lease.
34	Postage & Delivery	32% of overall mailing costs.
35	Shipping	Costs for shipping of CVB materials.
36	Database	The CVB's portion of database expenses.



Economic Development Division Budget

EDD		07-08 Budget	08-09 Budget	% Change	
Income					
	EDC Membership (new and renewals)	\$ 100,000.00	\$ 105,000.00	5%	
	City Contract	\$ 426,772.00	\$ 444,673.00	3% + \$3500	
	TOTAL REVENUE	\$ 526,772.00	\$ 549,673.00	4%	
Expenses					
Marketing/Programming					
1	Website Upgrade/Maintenance	\$ 17,158.67	\$ 8,750.00	-49%	
2	Marketing expenses	\$ 4,500.00	\$ 3,000.00	-33%	
3	Sacramento Legislative Trip	\$ 1,500.00	\$ -	-100%	
4	Economic Summit	\$ 5,000.00	\$ 12,500.00	150%	
5	SoBev Coalition (Trademarking)	\$ 1,000.00	\$ 2,500.00	150%	
6	Business Attraction Strategy Plan		\$ -		unfunded
7	Business Improvement District		\$ -		unfunded
Sales/Advertising/Public Relations					
8	New York Retail Outreach Mission	\$ 25,000.00	\$ 26,000.00	4%	
Training/Education/Research					
9	Staff Training/Education		\$ 500.00	N/A	
10	Dues/Subscriptions	\$ 2,000.00	\$ 800.00	-60%	
11	Buyer Behavioral /Retail Study Update		\$ -		unfunded
Publications/Collateral					
12	Publications/Brochures/Pamphlets/Printing	\$ 1,000.00	\$ -	-100%	
Miscellaneous					
13	Committee Meeting Expense	\$ 18,350.00	\$ 45,000.00	145%	
14	Contingency	\$ 1,000.00	\$ 750.00	-25%	
	TOTAL PROGRAMMING EXPENSES	\$ 76,508.67	\$ 91,050.00	19%	
Operations					
15	EDD Compensation, Taxes & Benefits	\$ 188,751.40	\$ 200,931.44	6%	
16	Temporary Service	\$ 6,735.00	\$ 5,000.00	-26%	
17	Chamber Crossover, Taxes & Benefits	\$ 163,951.41	\$ 168,869.95	3%	
18	Liability Insurance	\$ 5,400.00	\$ 5,562.00	3%	
19	Rent	\$ 30,000.00	\$ 30,900.00	3%	
20	Telephone	\$ 7,500.00	\$ 7,725.00	3%	
21	Utilities	\$ 5,000.00	\$ 5,150.00	3%	
22	Equipment Lease	\$ 4,000.00	\$ 4,120.00	3%	
23	Audit	\$ 5,700.00	\$ 800.00	-86%	
24	Office Supplies	\$ 3,500.00	\$ 3,605.00	3%	
25	Computer/Telephone Lease	\$ 11,000.00	\$ 11,330.00	3%	
26	Postage and Delivery	\$ 10,000.00	\$ 7,300.00	-27%	
27	Business Review newsletter	\$ 3,450.00	\$ 1,880.00	-46%	
28	Stationary	\$ 2,275.00	\$ 2,343.25	3%	
29	Membership Database software	\$ 3,000.00	\$ 3,090.00	3%	
	TOTAL OPERATIONS EXPENSE	\$ 450,262.81	\$ 458,606.64	2%	
	TOTAL EXPENSE	\$ 526,771.48	\$ 549,656.64	4%	

**Reflects 100% of salaries , taxes, and benefits for Director of Economic Development and Economic Development Associate. Also includes 18% of Communication Dept., Events Manager, Controller, Receptionist, and office management salaries. Includes 30% of Chamber CEO salary.



**ECONOMIC DEVELOPMENT DIVISION
BUDGET 2008-2009**

	ITEM	DESCRIPTION OF EXPENSES
		Marketing/Programming
1	Website Upgrade/ Maintenance	There was a major upgrade to the website undertaken in 2007-08. The reduced amount in the 2008-09 budget will be used for general hosting fees and maintenance.
2	Marketing Account	Marketing includes outreach for EDC membership, building and promoting business relationships with companies in Beverly Hills, business attraction marketing and other general expenses for staff related to the EDD program of work.
3	Sacramento Legislative Trip	UNFUNDED - Annual two-day legislative trip to advocate and gather information on behalf of the Chamber and the City. Expenses associated with airfare, accommodations, transportation and incidentals.
4	Economic Summit	Luncheon conference dedicated to a candid and informative discussion of economic trends and forecasts. Top economists and industry leaders are assembled through a partnership between the Chamber and The Milken Institute to offer insight and commentary on the current state of the local, national and global economy, financial predictions and business and retail trends. Budgeted amount has increased in 2008-09 to cover increased fee for panel moderator (first increase in 6 years) and payment to Chamber to cover event management services.
5	SoBev Coalition	To support the SoBev merchants through marketing and promotional activities with the intention of upgrading the value of the South Beverly area as a retail location, thereby increasing collection of retail sales tax. Efforts are intended to create a "SoBev" brand to heighten the profile and awareness of the area to the local residents, shoppers and the media. Additional money has been allocated in the 2008-09 budget to cover legal expenses which may be incurred for trademarking and utilizing the SoBev name and logo.
6	Business Attraction Strategy	UNFUNDED - City staff has requested that EDD formulate a more formal plan and strategy for retail and business attraction in Beverly Hills. Utilizing outside expertise would allow us to benefit from an objective perspective, specialized knowledge and information, and additional contacts in the retail and business world for outreach to desirable retailers.
7	Business Improvement District	UNFUNDED - The City has indicated an interest in exploring creation of a Business Improvement District in order to provide a vehicle for coordinating marketing and promotional efforts for the retail community. Creating and managing the process for the formulation of this legal entity will require incremental resources and staff support.
		Sales/Advertising/Public Relations
8	New York Retail Outreach Mission	Airfare, accommodations, transportation and incidentals for EDD Director to plan, coordinate, conduct and attend business recruitment and retention mission in conjunction with planned Conference and Visitors Bureau sale trip. The trip's mission is to express the City's and Chamber's commitment to the retail community in Beverly Hills and to introduce and promote the benefits of doing business in Beverly Hills to New York based companies. Activities also



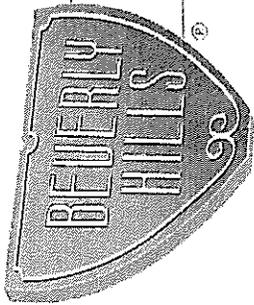
**ECONOMIC DEVELOPMENT DIVISION
BUDGET 2008-2009**

		include business attraction efforts. The 2008-09 main trip is planned to be shorter than in previous years, with commensurate reduced costs. Budget includes mid-year follow up trip to address and resolve issues brought up during the primary mission. 2008-09 budget also includes an additional amount of \$3500 City funding to reimburse specific City expenses such as ground transportation for the Mayor and meeting expenses, traditionally paid as additional costs by the City. There may also be an additional, brief trip to another location to visit significant retailer(s) headquartered in a location other than New York.
		Training/Education/Research
9	Staff Training/ Education	Business Recruitment/Retention training, which may include Economic Development Institute, Institute for Organizational Management, Western Association of Chamber Executives, Urban Land Institute, Westside Urban Forum, computer software training
10	Dues/Subscriptions	Subscriptions/Archives include the Los Angeles Business Journal, The Planning Report, WWD.com and other publications related to the work of the EDD.
11	Buyer Behavioral Study/ Retail Study	UNFUNDED - When the initial Buyer Behavioral Survey was conducted in 2006, it was intended that it would be updated every three years (as is the case with the CVB's Visitor Impact Study). Under this schedule, data for the updated survey would begin to be collected in early 2009. The updated survey would provide information about shopping and spending behavior by Beverly Hills shoppers and the impact of that spending on the local economy. This information would be helpful to the City, business community and prospective Beverly Hills retailers and companies.
		Publications/Collateral
12	Publications/ Brochures/ Pamphlets/Printing	Printing of EDD reports, brochures and pamphlets. It is not expected that EDD will be printing any brochures in 2008-09.
		Miscellaneous
13	Committee Meeting Expense	Costs associated with committee, workshop and Town Hall related expenses, e.g. food, programs, audio/visual equipment, table/chair rentals (Economic Development Council, Government Affairs Committee, SoBe Merchants Association, etc.) The increase over the prior year's budget reflects an increased EDC membership and additional EDC meetings over the previous year.
14	Contingency	For unexpected costs associated with Economic Development Division programs, committees, activities and events.
		Operations
15	Compensation, Taxes and Benefits	Budget reflects the salaries for a full-time Director of Economic Development and Government Affairs and a full-time Economic Development Associate. Represents 30% of salary for employee benefits and payroll taxes.



**ECONOMIC DEVELOPMENT DIVISION
BUDGET 2008-2009**

16	Temp/Extra Staff	Reflects costs associated with temporary administrative support staff. EDD often uses temporary staff for assistance with SoBev programming and other activities.
17	Chamber Crossover, Taxes and Benefits	Accounts for 18% of salary, payroll costs and benefits of Communications Director, Events Manager, Controller, Receptionist, and office management salaries. Accounts for 30% of salary for Chamber CEO.
18	Liability Insurance	Reflects liability insurance costs associated with travel and off-site work related activities.
19	Office Rent	Costs of overall office space provided for EDD (\$2.50 per sq.ft.)
20	Telephone	Reflects monthly telephone expense, including some reimbursement for cell phone and email service
21	Utilities	Reflects shared utility costs with Chamber.
22	Office Equipment Lease and purchase	Portion of office equipment lease and purchase costs, including postage meter, copier and fax machine.
23	Audit	Costs to be covered by City's financial audit, which will replace EDD's annual review.
24	Office Supplies	Reflects normal usage for office supplies to support ongoing programs.
25	Computer/Telephone Lease	Accommodates portion of equipment lease, repair and maintenance charges related to computer and telephone equipment
26	Postage & Delivery	Costs associated with mailing of EDD materials along with delivery services. The Chamber intends to lower its total expenditures on postage.
27	Business Review	Reflects 25% of total cost of printing and distribution of Chamber's Business Review newsletter. Newsletter publication will be reduced from monthly to quarterly in 2008-09.
28	Stationary	Reflects cost of envelopes, stationery, business cards, etc. for EDD
29	Membership Database software	Portion of cost of maintenance of software used to manage and manipulate membership lists and information.



Beverly Hills Conference & Visitors Bureau

Attachment 3

City Council Presentation

June 17, 2008

Conference & Visitors Bureau

Mission

- Enhance the economic vitality of Beverly Hills through destination marketing, targeting consumers, trade and media in key markets throughout the US and internationally.
- Primary marketing efforts focus on incremental business requiring an overnight stay.
- Enhance the overall visitor experience for both hotel guests and day visitors.

Scope of Work - CVB

- Product Development
- Branding
- Consumer Programs
 - Advertising, Website, Collateral & Fulfillment, Visitor Services
- Trade Programs
 - Sales Missions, Trade Shows, Local Sales Calls & Outreach, Familiarization Trips
- Media Relations
- Research
- Special Programs
 - Holidays, Westside CVB Alliance
- WACVB Board of Directors
- Committees

07/08 Accomplishments*

- Continuation of CVB's *Love, Beverly Hills* campaign including advertising, public relations, web/online efforts, collateral and promotional items
- Public Relations efforts equating to 36,341,951 impressions and ad equivalency of \$290,990
- Successful CVB Sales Missions to New York and Mexico City including travel trade reception, media events and joint sales calls
- Expanded international presence through participation in California Tourism Missions to Japan, Australia and UK

*through April

07/08 Accomplishments

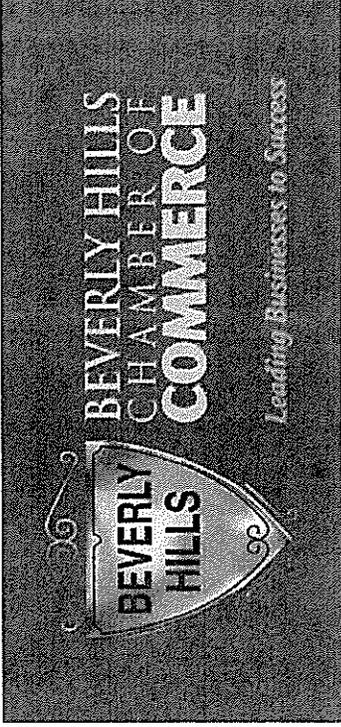
- Familiarization Trips – 12 media, 5 trade – resulting in media coverage and expansion of product
- Starline Tours Hop-On/Hop-Off Service which allows visitors to experience more of Beverly Hills and extend their stay
- Management of the 2007 Visitor Impact Study
- Launch of Everyscape virtual tour on CVB website
- Continued oversight of year two of the “Deck the Hills” three-year holiday program
- Hotel rate and occupancy at all time high
- 2007 Pinnacle Award recipient for excellence from *Successful Meetings* magazine

Goals - CVB

1. Brand Beverly Hills
2. Drive tourism revenue in Beverly Hills
 - Visitor Arrivals
 - Length of Stay
3. Maintain visitor satisfaction

08-09 Major Initiatives

- Website/Online Strategy
 - Redevelopment of Website
 - Search Engine Optimization
 - E-Communications
- International Marketing
 - Expansion of International Representation
 - UK
 - Japan
 - Australia
 - China
 - Public Relations
 - State Tourism Sales Missions
 - Australia – October
 - China – October
 - Japan – February
 - UK - April
- Visitor Services
 - Visitor Center

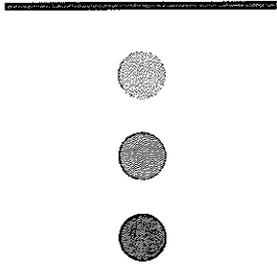


2008 – 2009 BUDGET FOR:

ECONOMIC DEVELOPMENT DIVISION

June 17, 2008





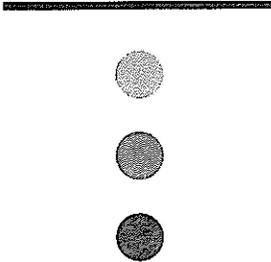
Economic Development Division

Mission

- o Support, promote and advocate businesses in the City of Beverly Hills
- o Attract new businesses to Beverly Hills
- o Retain existing businesses in Beverly Hills
- o Assist businesses in overcoming obstacles which impede their ability to succeed

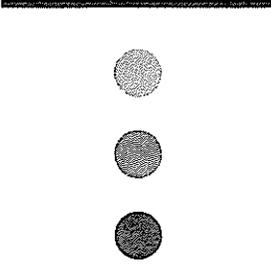
● ● ● | Scope of Work - EDD

- Economic Development
- Advocacy
- Research, Education & Information Exchange



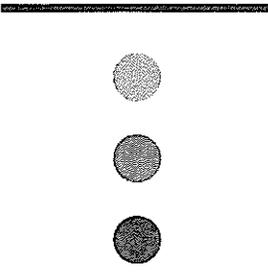
07/08 Accomplishments

- Retention-focused mission to New York in October 2007 included 11 individual visits and close to 30 senior executives at the annual Mayoral Executive Luncheon
- Completion of Buyer Behavioral Study with presentation to City Council, New York executives, Rodeo Drive Committee, local merchants and general media – generating local media coverage and requests for study data
- Presented first-ever Beverly Hills Luxury Summit, positioning Beverly Hills as source of economic data and luxury trend information
- Business Retention Strategy in development



07/08 Accomplishments (cont'd)

- o Facilitated and promoted business involvement in the General Plan review
- o Advocacy on behalf of the business community: two Chamber-wide surveys on parking and potential nightlife
- o Launched Everyscape Virtual Tour in May 2008, allowing Web visitors to “tour” the streets of Beverly Hills
- o SoBev participated on the City-wide Holiday Committee; EDD conducted numerous merchant association meetings and other efforts promoting creation of a Business Improvement District
- o “Opening a Business Guide” posted on website

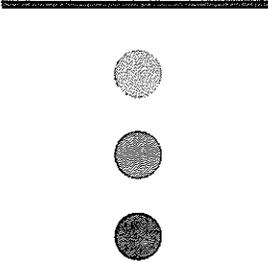


Goals – EDD

1. Promote, retain and attract business in Beverly Hills, with particular emphasis on retail and restaurant segments, as well as entertainment companies/talent agencies, and focus on attracting appropriate nightlife
2. Maintain and improve the pro business climate in the City
3. Advocate for business on legislative issues that impact them

08-09 Major Initiatives

- o Completion and implementation of Business Attraction Strategy
- o Consensus/approval of Business Improvement District Strategy
- o Focus on nightlife/entertainment attraction efforts
- o Contribute to completion of General Plan review and revision



Unfunded Programs 08/09

- o Update of Buyer Behavioral Survey
(survey to take place in 2009)
- o Business Attraction Strategy Plan
- o Business Improvement District Plan