



**CITY OF BEVERLY HILLS
STAFF REPORT**

Meeting Date: February 17, 2009
To: Honorable Mayor & City Council
From: Alison Maxwell, Director Economic Development and Marketing
Subject: Report from the Joint Meeting of the Chamber of Commerce Committee and the Rodeo Drive/Special Events/Holiday Committees.

INTRODUCTION

This report transmits information on the January 26, 2009, joint meeting of the Chamber of Commerce Committee and the Rodeo Drive/Special Events/Holiday Committees.

DISCUSSION

The Chamber of Commerce Committee and the Rodeo Drive/Special Events/Holiday Committee met in joint session on January 26, 2009 to receive staff updates on a number interrelated issues and programs. Mayor Brucker and Council Member Briskman are the Council liaisons for both Committees.

At the meeting the Committee Members discussed the following agenda items:

Review of 2007-2008 TOT Appropriation: The Committee reviewed the additional TOT revenue collected in fiscal year 2007-2008, this item was placed on the February 3, City Council Consent Agenda.

Holiday Infrastructure for 2009-2010: The Committee reviewed a number of improvements that it wished to recommend for the 2009-2010 holiday decorations and entertainment program. The Subcommittee recommended improvements valued at approximately \$275,000 dollars to be paid for out of one-time 2007-2008 TOT roll-over funds. The committee also recommended that staff wait to request encumbrances and contracts until April/early May when the current 2008-2009 TOT revenues could be better assessed. A shortfall in 2008-2009 revenue is anticipated and the Committee wished to be cognizant of such budgetary constraints.

CVB Agreement Amendment: The Committee reviewed the budget and scope of an amendment with the Beverly Hills Chamber of Commerce, Conference and Visitors Bureau (CVB). The budget amendment included reimbursements for programs previously requested by the City including: Holiday marketing, a Sister City visit to China and the Sister City China delegation visit to Beverly Hills. The Scope also covered

expenses to expand the CVB marketing program to a local LA audience at the request of the City; and, legal and contractor expenses anticipated as part of the CVB separation from the Chamber. All expenses are direct and include no overhead. The total amount of the amendment reviewed and recommended by the Committee was \$194,828. This item is on the City Council Consent Agenda for February 17.

Licensing Program: The Chamber of Commerce provided the Committee with a general update on the Shield Licensing Program, enforcements, current agreements and pending new agreements.

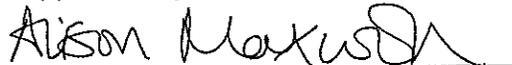
FISCAL IMPACT

None

RECOMMENDATION

Staff recommends that the City Council receive the report.

Approved By:



Alison Maxwell, Director Economic
Development and Marketing