



## AGENDA REPORT

**Meeting Date:** October 18, 2010  
**Item Number:** G-13  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling  
**Subject:** AGREEMENT BY AND BETWEEN THE CITY OF BEVERLY HILLS AND THE BEVERLY HILLS CHAMBER OF COMMERCE AND CIVIC ASSOCIATION FOR THE CHAMBER'S ECONOMIC DEVELOPMENT PROGRAM; AND  
  
A PURCHASE ORDER IN THE AMOUNT OF \$217,500 FOR RELATED SERVICES

**Attachments:**

1. Agreement
2. Proposed Work Plan for Chamber of Commerce's Economic Development Division

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### **RECOMMENDATION**

That the City Council approve or modify the Liaison Committee's recommended scope of work for funding for Fiscal year 2010-2011 for the Beverly Hills Chamber of Commerce and Civic Association. If the Council agrees with the recommendation, Staff recommends that the City Council approve the "Agreement by and Between the City of Beverly Hills and the Beverly Hills Chamber of Commerce and Civic Association for the Chamber's Economic Development Program" and authorize a purchase order in the amount of \$217,500.

### **INTRODUCTION**

The City contracts with the Beverly Hills Chamber of Commerce (Economic Development Division) to provide a range of outsourced programs.

The goals of these programs are to retain existing businesses in the City, attract new businesses to the City, and to develop programs with merchants which may lead to or the development of business improvement districts.

Additionally, the Chamber is contracted to assist with research and outreach initiatives to promote strategic policies promoted by the City to the business community.

## **DISCUSSION**

The Chamber of Commerce Liaison Committee met several times with the Chamber of Commerce representatives to review the proposed work plan for Fiscal Year 2010-2011, and to develop a mutually-acceptable scope of work.

Achievement of key deliverables is critical to fulfilling this program. The FY 2010-2011 contract details specific deliverables and metrics as to how initiatives are to be measured and counted towards fulfillment of the contract.

For FY 2010-2011, the Chamber's goals can be summarized as follows:

**Business Retention** – Existing City Businesses: conduct 8 retention meetings with business owners/CEOs per year.

**Business Attraction** – Potential New City Businesses:

- New York-based Business: Coordinate 1 delegation trip to New York City (with Chamber and CVB leaders) to promote the City and attract new businesses. The deliverable is to produce 1 new business in Beverly Hills by July of 2011.
- Nightlife Business: The deliverable is to create a nightlife committee and secure 2 new nightlife businesses by July 2011, based on a minimum of 10 meetings with prospective businesses.
- Retail: The deliverables are 2 new businesses by July 2011 based on a minimum of 10 meetings with prospective candidate retail prospects.
- Office/Entertainment Business: The goals include 10 meetings with potential candidate firms.

**General Business Outreach** – The Chamber is to conduct several meetings with the business community to discuss key city initiatives, provide information, and seek consensus.

**Economic Sustainability** – The Chamber is to take direction from the City regarding outreach and promotional initiatives to promote the City's program in an effort to forge business community involvement.

**BID Development** – Deliverables include the development of educational/outreach events to promote BID creation, as well as detailed timelines or progression plans to achieve a minimum 30% property owner BID approval along with one merchant marketing program creation by fall of 2011.

**Economic Development Council Membership** – A revised funding level allows City Council interaction with community members at a significantly reduced rate or a \$5,000 per year.

**FISCAL IMPACT**

The Liaison Committee has recommended a contract with the Chamber of Commerce in the amount of \$338,000 for all services. This represents a reduction from the Chamber of Commerce’s budget proposal of \$370,000, and a 15.5% funding reduction from 2009-2010 funding of \$400,000.

Interim funding in the amount of \$120,500.00 has already been appropriated to the Chamber of Commerce for July through September 21, 2010. This amount included advance payment costs in the amount of \$30,500 related to the New York Sales Mission.

  
\_\_\_\_\_  
Scott Miller  
Finance Approval

\_\_\_\_\_  
Cheryl Friedling   
Approved By

# **Attachment 1**

AGREEMENT BY AND BETWEEN THE CITY OF BEVERLY HILLS AND THE BEVERLY HILLS CHAMBER OF COMMERCE AND CIVIC ASSOCIATION FOR THE CHAMBER'S ECONOMIC DEVELOPMENT PROGRAM

THIS AGREEMENT is made and entered into in the City of Beverly Hills by and between the City of Beverly Hills, a municipal corporation ("City") and the Beverly Hills Chamber of Commerce and Civic Association ("CHAMBER"), a non-profit corporation.

RECITALS

A. CHAMBER is located in the City of Beverly Hills and has special knowledge and experience to conduct or participate in business attraction and retention programs and other economic development activities for the benefit of City. The CHAMBER maintains an Economic Development Division ("EDD") for such purposes.

B. City and CHAMBER entered into an interim funding agreement and an amendment to that interim funding agreement for the period of July 1, 2010 through September 21, 2010;

C. City desires to continue to engage the services of the CHAMBER for business attraction and retention programs and other services for fiscal year 2010-2011.

D. Section 37110 of the State Government Code authorizes the expenditure of monies for promotion.

NOW, THEREFORE, in consideration of the mutual covenants of the parties hereto, the parties hereby agree as follows:

Section 1. Scope of Work and Authorization of Funding. CHAMBER shall provide the services (which includes but is not limited to personnel, deliverables, goods, consultant costs, overhead, etc.) set forth in Exhibit A, including Attachment 1 ("Scope of Services").

Section 2. Payments.

(a) Funding and Compensation. For the interim period of July 1, 2010 through September 21, 2010, the City provided the CHAMBER with a portion of its 2010-2011 funding in the amount of \$120,500 for expenditures in support of the CHAMBER's economic development programs. For the remainder of the 2010-2011, the City shall provide the CHAMBER with the balance of its 2010-2011 funding in the amount of \$217,500 ("remaining funds"). Both interim funding and the remaining funds shall be utilized and serve as compensation to the CHAMBER. Accordingly, City agrees to compensate and CHAMBER agrees to accept in full satisfaction said compensation for the Scope of Services set forth in Exhibit. Notwithstanding, any monies not expended by CHAMBER for the services described in Exhibit A shall be returned to the City within 30 days of June 30, 2011. In no event, shall City compensate CHAMBER for the Scope of Services in an amount more than \$338,000.

(b) CHAMBER shall submit its request for a quarterly payment for the various work plan items as set forth Exhibit A. The request shall be made to the Deputy City Manager of Public Affairs and shall include a written summary of which work plan items are to be fulfilled or have been fulfilled by said payment. Upon approval by the Deputy City Manager, payment shall be made to Chamber within 30 to 45 days of receipt of request.

### Section 3. Reports.

(a) Within 45 days after the end of the quarter, the CHAMBER shall submit a quarterly report to City and shall be in a form and content acceptable to the City Manager or his designee. The reports shall include, without limitation, information on overall project management and achievement of work plan items and deliverables, if any, in relation to the Scope of Services as set forth in Exhibit A, including the percentage of services and/or action items completed as well as attainment of the metrics.

(b) CHAMBER shall also supply the City with an Audited Annual Financial report prepared by a Certified Public Accountant for the Fiscal year 2010-2011. Such report shall provide separately detailed accounts for each program funded by City. Accordingly, CHAMBER shall ensure that City funding is held in a separate account and that the detailed accounting indicates charges against such funding. The report shall be due within six months of the end of CHAMBER's 2010-2011 fiscal year. At City's sole discretion, consolidated annual accounts may be substituted for full audited accounts.

(c) CHAMBER shall retain any and all work product, documents, reports, property and books produced or used by CHAMBER in fulfillment of this Agreement and/or related to the Scope of Services described herein ("Documents") for a period of three years after the termination of this Agreement. Upon request by the City, CHAMBER shall provide to City copies of the Documents (as defined herein). Documents shall not be defined to include records and documents unrelated to the CHAMBER's implementation of this Agreement and its Scope of Work (e.g., personnel records).

(d) CHAMBER shall establish and maintain an accounting system in accordance with generally accepted accounting principles and standards. The system shall detail the use of funds provided under this Agreement for the services set forth in Exhibit A and shall substantiate all such costs, and comply with any applicable State and Federal standards.

(e) CHAMBER has developed, in consultation with City, a program-based budget for the attached EDD workplan (i.e. Exhibit A). Said program based budget shall remain in effect according to this contract. Chamber and City, however, shall continue to work collaboratively to refine the program based budget for such work plan.

### Section 4. Ownership of Work Product.

(a) Unless otherwise agreed upon in writing, all reports, documents, or other written or visual material or any other material in any media, including any images, taglines, logos, or other media created or developed by CHAMBER or any third party contracted by the

CHAMBER, in the performance of this Agreement, if paid in whole or in part by the funding provided by this Agreement (“Work Product”) shall be and remain the property of City without restriction or limitation upon its use or dissemination by City. All Work Product shall be considered to be “works made for hire”, and all such Work Product and any and all intellectual property rights arising from their creation, including, but not limited to, all copyrights and other proprietary rights, shall be and remain the property of City without restriction or limitation upon their use, duplication or dissemination by City. CHAMBER shall not obtain or attempt to obtain copyright protection as to any of the Work Products.

(b) CHAMBER hereby irrevocably assigns exclusively to City, all right, title and interest in such trademarks and/or copyrights or other intellectual property rights in the Work Products. CHAMBER shall take all acts requested by the City in order to enforce City’s rights under this Section (i.e. execution of assignment agreements). Such acts, however, do not include CHAMBER undertaking or financing litigation on behalf of the City in order for the City to execute its rights under this Section.

(c) CHAMBER shall not retain ownership of or any right, title or interest in any of the Work Products, including, but not limited to, in any related trademarks, copyrights, or other proprietary rights. The City and CHAMBER agree that the Work Product and all such rights, title and interest in or to the Work Products belong to and are being sold and assigned in their entirety to City for whatever use it desires, and that City does and shall at all times own, solely and exclusively, complete and unencumbered, all right, title and interest in and to all of the Work Product worldwide, any modifications thereto and any derivative works based thereon (including, but not limited to, all patent, copyright, trademark, service mark and trade secret rights). Nothing contained herein shall be deemed to constitute a mere license or franchise in City. The parties further agree that City will be free to use, modify, distribute, sell, license or otherwise exploit all such Work Products and any modifications to or derivative works based thereon without any restrictions or limitations or any obligations or payments to CHAMBER and that CHAMBER shall have no such rights.

(d) From time to time the CHAMBER will engage photographers to take photographs or will purchase images for use in CHAMBER’s marketing campaigns, collateral or other uses. As to those third party photographs or images whereby the CHAMBER negotiates to purchase not only the photograph or image but also the copyright or other intellectual property rights, the provisions of this Section 5 will apply. As to those third party photographs or images whereby the CHAMBER negotiates to purchase only the use of the photograph or image and the copyright is maintained with the photographer, the provisions of this Section 4 will not apply.

(e) This section shall survive termination of this Agreement.

Section 5. Assignment. This Agreement shall not be assigned by CHAMBER without the written consent of City.

Section 6. Independent Contractor. At all times during the term of this Agreement CHAMBER shall be independent contractors and CHAMBER, their officers, employees and agents shall not be employees of City.

Section 7. Term. This Agreement shall remain in full force and effect from July 1, 2010 until June 30, 2011, unless terminated earlier as provided in Section 8 of this Agreement.

Section 8. Termination of Agreement. City may terminate this Agreement at any time, with or without cause, upon thirty (30) written notice to CHAMBER. In the event of such termination, City shall pay CHAMBER for all costs and obligations reasonably incurred by CHAMBER in performing its services under this Agreement prior to the date of termination and such payment shall be in full satisfaction of City's obligations hereunder. City shall not be obligated to pay additional funds after issuance or receipt of such notice.

Section 9. Notice. Whenever it shall be necessary for any party to serve notice on another respecting this Agreement, such notice shall be served by certified mail addressed to the City Clerk of the City of Beverly Hills, 455 North Rexford Drive, Beverly Hills, California 90210; or to Beverly Hills Chamber of Commerce and Civic Association, 239 South Beverly Drive, Beverly Hills, California 90212, unless and until a different address may be furnished in writing by any party, and such notice shall be deemed to have been served within seventy-two (72) hours after the same has been deposited in the United States Post Office by certified mail. This shall be valid and sufficient service of notice for all purposes.

Section 10. Insurance

(a) CHAMBER shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive General Liability Insurance with minimum limits of Two Million Dollars (\$2,000,000) for each occurrence, combined single limit, against any personal injury, death, loss or damage resulting from the wrongful or negligent acts by CHAMBER.

(b) CHAMBER shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, a policy or policies of Comprehensive Vehicle Liability insurance covering personal injury and property damage, with minimum limits of One Million Dollars (\$1,000,000) per occurrence combined single limit, covering any vehicle utilized by Contractor in performing the services required by this Agreement.

(c) CHAMBER agrees to maintain in force at all times during the performance of work under this Agreement workers' compensation and employer's liability insurance as required by law.

(d) CHAMBER shall require each of its sub-consultants or sub-contractors engaged by the Chamber for event management to maintain insurance coverage, which meets all of the requirements of this Agreement unless otherwise determined by the City's Risk Manager. Prior to an event, CHAMBER shall inform the City's Risk Manager in writing of said event to determine the level, if any, of insurance coverage required.

(e) The policy or policies required by this Agreement shall be issued by an insurer admitted in the State of California and with a rating of at least a B+;VII in the latest edition of Best's Insurance Guide.

(f) If CHAMBER fails to keep the aforesaid insurance in full force and effect, City shall notify CHAMBER that it is in breach of the Agreement and CHAMBER has three (3) days to cure such breach. If such breach is not cured by CHAMBER as required in this paragraph, City may terminate the Agreement or, if insurance is available at a reasonable cost, City may take out the necessary insurance and pay, at CHAMBER's expense, the premium thereon.

(g) At all times during the term of this Agreement, CHAMBER shall maintain on file with the City Clerk a certificate or certificates of insurance on the form required by the City, showing that the aforesaid policies are in effect in the required amounts. CHAMBER shall, prior to commencement of work under this Agreement, file with the City Clerk such certificate or certificates. The policies of insurance required by this Agreement shall contain an endorsement naming the City as an additional insured. All of the policies required under this Agreement shall contain an endorsement providing that the policies cannot be canceled or reduced except on thirty (30) days prior written notice to City, and specifically stating that the coverage contained in the policies affords insurance pursuant to the terms and conditions as set forth in this Agreement.

(h) The insurance provided by CHAMBER shall be primary to any coverage available to City. The policies of insurance required by this Agreement shall include provisions for waiver of subrogation.

(i) Any deductibles or self-insured retentions must be declared to and approved by City prior to commencing work under this Agreement.

Section 11. Indemnification. CHAMBER agree to indemnify, hold harmless and defend City, its City Council and each member thereof and every officer and employee of City from any and all claims, liability or financial loss resulting from any suits, claims, losses or actions, and from all cost and expenses of litigation, brought against City, its City Council and each member thereof and any officer or employee of City which results directly or indirectly from the actions or omissions of CHAMBER or their officers, employees, agents or others employed by CHAMBER in the conduct of the projects funded by this Agreement.

Section 12. Extent of Agreement. This Agreement represents the entire and integrated Agreement between the parties on the matters included herein and supersedes any and all prior negotiations, representations or agreements, either written or oral. This Agreement may be amended only by written instrument signed by all parties to the Agreement.

Section 13. City Not Obligated to Third Parties. The City shall not be obligated or liable under this Agreement to any party other than CHAMBER.

Section 14. Severability. Invalidation of any provision contained herein or the application thereof to any person or entity by judgment or court order shall in no way affect any

of the other covenants, conditions, restrictions, or provisions hereof, or the application thereof to any other person or entity, and the same shall remain in full force and effect.

Section 15. Banners. CHAMBER may, on behalf of and at the sole discretion of City, use the funds to produce, purchase, install and de-install light pole banners or other displays in the public-right-of-way. All such light pole banners shall comply with the City's adopted Banner Policy, copies of which are available from the Office of Communications and Marketing, and shall be approved in writing in advance by City prior to installation. City shall have sole discretion over the design, placement, and duration of display and shall retain ownership of all banners funded under this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the

\_\_\_\_ day of \_\_\_\_\_ 2010, at Beverly Hills, California.

CITY OF BEVERLY HILLS,  
A municipal corporation

\_\_\_\_\_  
JIMMY DELSHAD  
Mayor of the City of  
Beverly Hills, California

ATTEST:

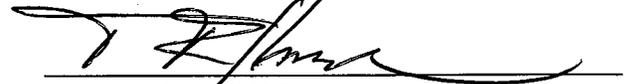
\_\_\_\_\_  
(SEAL)  
BYRON POPE  
City Clerk

BEVERLY HILLS CHAMBER OF  
COMMERCE AND CIVIC  
ASSOCIATION



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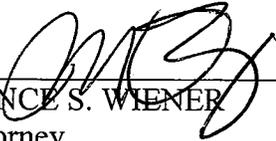
DANIEL WALSH  
President & Chief Executive Officer



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TODD JOHNSON  
Chairman

APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

\_\_\_\_\_  
JEFFREY KOLIN  
City Manager

  
\_\_\_\_\_  
CHERYL FRIEDLING  
Deputy City Manager for Public Affairs

  
\_\_\_\_\_  
KARL KIRKMAN  
Risk Manager

## **EXHIBIT A**

### **SCOPE OF SERVICES**

CHAMBER shall provide the services and deliverables (which includes but is not limited to personnel, deliverables, goods, consultant costs, overhead, etc.,) as set forth below:

1. The CHAMBER has developed a work plan to ensure that the City of Beverly Hills remains competitive in its appeal to businesses and to attract new businesses to attract the luxury customer and preserve business generated revenue (i.e. sales tax) for the City. Accordingly, the CHAMBER will provide the services (which includes but is not limited to personnel, deliverables, goods, consultant costs, overhead, etc.) necessary to implement the work plan attached herein as Attachment 1, including satisfying and achieving the metrics set forth therein described as "Results/ROI."

2. The compensation provided herein includes the City's payment of three (3) Economic Development Memberships, which shall be in the name of the City and will entitle two persons per membership to attend CHAMBER Economic Development programs including the monthly luncheon meetings.

3. Upon request of the City, the CHAMBER shall provide the City with its mailing and/or membership address lists. CHAMBER shall provide such lists in a hard-copy format or such other form as requested by City within 48 hours of City's request. City is limited to three requests for the term of this Agreement. If a hard-copy format is requested, this shall be provided to City by CHAMBER at no charge. If the City desires that the list be printed on labels, the CHAMBER shall charge the City \$100.

## **ATTACHMENT 1 to EXHIBIT A**

Attached hereto is the CHAMBER's Economic Development Division Work Plan for 2010-2011 which includes the CHAMBER's Guiding Principles, Rationales Supporting Principles, New for 2010-2011, 2010-2011 EDD Goals, 2010-2011 EDD Strategies. In order to accomplish the goals, the Chamber shall undertake, implement and complete the following work plan items for 2010-2011.

### **Work Plan Item 1. Planning and Execution of New York Trade Mission**

#### **Action Items for Item 1**

1. Develop, organize and implement the Mayoral Executive Luncheon in New York.
2. Conduct outreach (telephone, meetings, letters, etc.) to significant New York retailers
3. Access New York based Beverly Hills property owners and potential real estate developers (i.e. hotel developers, etc.)

#### **Results/ROI ("Return on Investment) for Item 1**

1. At least one new business is established in the City of Beverly Hills by July 2011 as measured by a writing or other action that includes but is not limited to that business submitting any of the following (whichever is applicable): (i) a letter of intent for a specific site in the City; (ii) an application to the Planning Department for discretionary permits; (iii) obtaining an occupancy permit; or (iv) execution of a lease.
2. Provide a report that demonstrates that there is a 5 year running retention rate of at least 70% for meeting attendees.
3. Conduct track trending through CEO survey to measure satisfaction of retention efforts.

### **Work Plan Item 2. Attraction Research and Execution**

#### **Action Items for Item 2**

1. Create "Nightlife Committee" to define a strategy and develop an action plan for City Council review to achieve "nightlife" in appropriate places in the City.
2. Conduct research for trends and feasibility through individual outreach to key industry persons as well as conduct internet research and outreach. Study results and provide report to City.

3. Develop a plan and implement plan to conduct outreach to high opportunity nightlife, retail and restaurant attraction targets. Such plan shall include meetings and follow-up with such targets.

### **Results/ROI (“Return on Investment) for Item 2**

1. At least two new businesses are established in the City of Beverly Hills by July 2011 as measured by a writing or other action that includes but is not limited to that business submitting any of the following (whichever is applicable): (i) a letter of intent for a specific site in the City; (ii) an application to the Planning Department for discretionary permits; (iii) obtaining an occupancy permit; or (iv) execution of a lease.

2. At least two new nightlife businesses/venues is established in the City of Beverly Hills by July 2011 as measured by a writing or other action that includes but is not limited to that business submitting any of the following (whichever is applicable): (i) a letter of intent for a specific site in the City; (ii) an application to the Planning Department for discretionary permits; (iii) obtaining an occupancy permit; or (iv) execution of a lease.

3. Maintain a matrix of at least 50 prospects in the retail, hospitality, nightlife and developers. Chamber shall continue to update the matrix to ensure that the prospects are kept current and conduct meetings and/or follow-up with such prospects. Such matrix shall be made available to the City and the City may view that matrix at any time at the Chamber’s offices by making an appointment with the Executive Director or his designee.

4. Meet with 10 attraction retail and 10 commercial prospects including those in New York. Chamber shall provide report to City.

### **Work Plan Item 3. Merchant Association/Business Improvement District**

#### **Action Items for Item 3**

1. Implement strategy to promote the development of a Business Improvement District (“BID”) or Merchant/Property Owners Association. This strategy shall include outreach to property owners and merchants to promote support for a BID. Such outreach shall include but is not limited to, meetings with merchants, including key merchants in the targeted areas, creation and distribution of collateral material on positive aspects of a BID, meet with other local BIDS for insight and best practices.

#### **Results/ROI (“Return on Investment) for Item 3**

1. Secure consideration of 30% of property owners and/or tenants in targeted geographic area for a BID, which may be measured by letters of support or other indication by such property owners/tenants.

2. Conduct one merchant marketing program for the promotion and creation of a BID.

#### **Work Plan Item 4. Business Outreach and Retention Program**

##### **Action Items for Item 4**

1. Conduct research to identify selected clusters for targeted outreach for business retention and conduct such outreach (i.e. entertainment, new media, top grossing businesses, etc.)
2. Coordinate retention meetings with targeted clusters and solicit opinions regarding topics of interest to the City.
3. Conduct outreach to property owners with purpose of developing mutual communication and goal alignment.

##### **Results/ROI (“Return on Investment) for Item 4**

1. Conduct at least 8 outreach meetings with business owners and/or CEOs
2. Conduct 2 Town Hall meetings and 4 individual meetings with property owners.
3. As part of any marketing program or special event conducted by the EDD as well as at the request of the City for any City or CVB signature event taking place throughout the City (City-wide), EDD shall encourage participation by eligible retailers and restaurateurs and shall require that as a condition of participation retailers adjust opening and closing hours to align with special event times, thereby encouraging more shoppers and retail purchases.

#### **Work Plan Item 5. Assist in the Development of City Economic Sustainability Strategy**

##### **Action Items for Item 5**

1. Work with City to support development of Economic Sustainability Strategy
2. Develop a plan for and implement the plan for garnering business input and feedback for strategy development. Provide such feedback/input from businesses to the City in the format requested by City.
3. Develop implementation plans for Chamber/business community action items.

##### **Results/ROI (“Return on Investment) for Item 5**

1. Attend Economic Sustainability Strategy meetings as requested.

2. Develop other metrics for this item in conjunction with City. When such metrics are developed and approved in writing by the City, they shall become part of this Work Plan item.

**Work Plan Item 6. Continue to Focus on Metrics and Updating of Work Plan Action Items.**

**Action Items for Item 6**

1. Continue to work on development and provide greater precision of defined deliverables for work plan items and EDD goals.
2. Continue to improve metrics for work plan items with the goal and emphasis on measurable results
3. Monitor work plan activities and refine implementation and or activities to achieve a more precise and measurable result that meets the EDD Goals.
4. Continue to work on and implement cost efficiencies in development and implementation of work plan items and EDD Goals.



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CHAMBER OF  
**COMMERCE**

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Relationships*



## Economic Development Division Proposed Work plan 2010/11

### Planning and Execution of New York Trade Mission

#### 1. Tactics:

- Mayoral Executive Luncheon
- Outreach to significant retailers
- Access NY based Beverly Hills property owners and potential real estate developers (e.g. hotel development)

#### 2. Results/ROI:

- Attract one new business to BH by July 2011
- 5 year running retention rate of at least 70% for meeting attendees
- Measure satisfaction of retention efforts through CEO survey (track trending)

Fully Allocated Project Cost: \$120,920; Total Hours: 944; Average Cost/hr: \$95

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$82



# Economic Development Division

## Proposed Work plan 2010/11

### Attraction Research and Execution

#### 1. Tactics:

- Create Nightlife committee to define strategy and develop action plan for Council approval
- Research trends and feasibility through individual and internet outreach and study
- Outreach to high opportunity nightlife, retail and restaurant attraction targets, manage meetings and execute follow-up

#### 2. Results/ROI:

- Bring in 2 new businesses by July 2011
- Bring in 2 new nightlife businesses/venues by July 2011
- Maintain matrix of at least 50 prospects (retail, hospitality, nightlife, developers)
- Meet with 10 attraction retail and 10 commercial prospects (incl. New York)

Fully Allocated Project Cost: \$85,725; Total Hours: 801; Average Cost/hr: \$98

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$86



## Economic Development Division Proposed Work plan 2010/11

### Merchant Associations/Business Improvement Districts

#### 1. Tactics:

- Continue Implementation (Year 2) of Strategy to Promote BID or Merchant/Property Owners Association
- Outreach to and educate property owners and merchants to promote support for BID adoption

#### 2. Results/ROI:

- Secure participation of 30% of property owners or tenants in targeted geographic area
- 1 merchant marketing program

Fully Allocated Project Cost: \$89,350; Total Hours: 900; Average Cost/hr: \$92

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$79



## Economic Development Division Proposed Work plan 2010/11

### Business Outreach and Retention Program

#### 1. Tactics:

- Identify selected clusters and outreach targets, e.g. entertainment, new media, top grossing businesses, etc.
- Coordinate retention meetings with targeted clusters and solicitation of opinion on topics of interest to the City
- Outreach to property owners with purpose of developing mutual communication and goal alignment

#### 2. Results/ROI:

- At least 8 outreach meetings to business owners/CEOs
- 2 TownHall meetings and 4 individual meetings with property owners
- Up to 50% general business participation/cooperation on City priority topics, e.g. Holiday program, local marketing

Fully Allocated Project Cost: \$60,280; Total Hours: 590; Average Cost/hr: \$99

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$85



## **Economic Development Division Proposed Work plan 2010/11**

### **Assist in the development of City Economic Sustainability Strategy**

#### **1. Tactics:**

- Work with City to support development of Economic Sustainability Strategy
- Coordinate business input and feedback into Strategy development
- Develop implementation plans for Chamber/business community action items

#### **2. Metrics:** Current discussions underway to develop metrics and ROI criteria

Fully Allocated Project Cost: \$35,425; Total Hours: 315; Average Cost/hr: \$109

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$94



## Economic Development Division Proposed Work plan 2010/11

- Fully allocated weighted hourly rate for plan: \$97/hour (\$391,700 plan)
- Discounted City weighted hourly rate: \$84/hour (\$338,000 plan)

Note: Aggregated hourly rate includes Chamber CEO; Vice President of Economic Development and Government Affairs; Economic Development and Government Affairs Associate and graphic design services

Liaisons' recommended funding for 2010/11 EDD work plan: \$338,000

# **Attachment 2**



BEVERLY HILLS  
CHAMBER OF  
**COMMERCE**

*Expertise • Presence  
Relationships*

## Economic Development Division Proposed Work plan 2010/11

### Planning and Execution of New York Trade Mission

#### 1. Tactics:

- Mayoral Executive Luncheon
- Outreach to significant retailers
- Access NY based Beverly Hills property owners and potential real estate developers (e.g. hotel development)

#### 2. Results/ROI:

- Attract one new business to BH by July 2011
- 5 year running retention rate of at least 70% for meeting attendees
- Measure satisfaction of retention efforts through CEO survey (track trending)

Fully Allocated Project Cost: \$120,920; Total Hours: 944; Average Cost/hr: \$95

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$82

## Economic Development Division

### Proposed Work plan 2010/11

#### Attraction Research and Execution

##### 1. Tactics:

- Create Nightlife committee to define strategy and develop action plan for Council approval
- Research trends and feasibility through individual and internet outreach and study
- Outreach to high opportunity nightlife, retail and restaurant attraction targets, manage meetings and execute follow-up

##### 2. Results/ROI:

- Bring in 2 new businesses by July 2011
- Bring in 2 new nightlife businesses/venues by July 2011
- Maintain matrix of at least 50 prospects (retail, hospitality, nightlife, developers)
- Meet with 10 attraction retail and 10 commercial prospects (incl. New York)

Fully Allocated Project Cost: \$85,725; Total Hours: 801; Average Cost/hr: \$98

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$86



## Economic Development Division Proposed Work plan 2010/11

### Merchant Associations/Business Improvement Districts

#### 1. Tactics:

- Continue Implementation (Year 2) of Strategy to Promote BID or Merchant/Property Owners Association
- Outreach to and educate property owners and merchants to promote support for BID adoption

#### 2. Results/ROI:

- Secure participation of 30% of property owners or tenants in targeted geographic area
- 1 merchant marketing program

Fully Allocated Project Cost: \$89,350; Total Hours: 900; Average Cost/hr: \$92

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$79



## Economic Development Division Proposed Work plan 2010/11

### Business Outreach and Retention Program

#### 1. Tactics:

- Identify selected clusters and outreach targets, e.g. entertainment, new media, top grossing businesses, etc.
- Coordinate retention meetings with targeted clusters and solicitation of opinion on topics of interest to the City
- Outreach to property owners with purpose of developing mutual communication and goal alignment

#### 2. Results/ROI:

- At least 8 outreach meetings to business owners/CEOs
- 2 TownHall meetings and 4 individual meetings with property owners
- Up to 50% general business participation/cooperation on City priority topics, e.g. Holiday program, local marketing

Fully Allocated Project Cost: \$60,280; Total Hours: 590; Average Cost/hr: \$99

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$85

## Economic Development Division Proposed Work plan 2010/11

### Assist in the development of City Economic Sustainability Strategy

#### 1. Tactics:

- Work with City to support development of Economic Sustainability Strategy
- Coordinate business input and feedback into Strategy development
- Develop implementation plans for Chamber/business community action items

#### 2. Metrics: Current discussions underway to develop metrics and ROI criteria

Fully Allocated Project Cost: \$35,425; Total Hours: 315; Average Cost/hr: \$109

Discounted Chamber Hourly Rate Based on Liaison's Recommendation: \$94



## Economic Development Division Proposed Work plan 2010/11

- Fully allocated weighted hourly rate for plan: \$97/hour (\$391,700 plan)
- Discounted City weighted hourly rate: \$84/hour (\$338,000 plan)

Note: Aggregated hourly rate includes Chamber CEO; Vice President of Economic Development and Government Affairs; Economic Development and Government Affairs Associate and graphic design services

Liaisons' recommended funding for 2010/11 EDD work plan: \$338,000