



STAFF REPORT

Meeting Date: September 20, 2012
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Megan Roach, Marketing & Economic Sustainability Manager 
Subject: Recommendation from the Chamber of Commerce Liaison
Regarding the Fiscal Year 2012-2013 Scope of Work and Funding
Request from the Beverly Hills Chamber of Commerce and Civic
Association
Attachments: 1. Chamber of Commerce FY 2012-2013 Portfolio of Services

INTRODUCTION

The City contracts with the Beverly Hills Chamber of Commerce to provide a range of outsourced programs. The goals of these programs are to retain existing businesses and to attract new businesses to the City.

DISCUSSION

On June 25th, the Chamber of Commerce Liaison Committee (Councilmember Bosse and Councilmember Brucker) met with Chamber of Commerce representatives to review the Chamber's submission of a work plan for business attraction and retention services for Fiscal Year 2012-2013. The work plan includes the annual New York Business Attraction and Retention Mission, as well as support for several initiatives recommended by the Small Business Task Force chaired by Councilmember Gold.

In addition, the Liaison Committee asked the Chamber to develop options for a robust local marketing program. Several months ago the Chamber launched a Shop Local Program for Chamber members to encourage consumers to shop locally and support the Beverly Hills business community. The Liaison Committee asked the Chamber to develop options for expanding the program so that all Beverly Hills-based businesses could participate. This additional scope of work is distinct from the Chamber's traditional, pre-existing platform of services.

On August 29th, the Chamber presented the Liaison with a revised work program that includes an expanded local marketing program. The Liaison Committee has

recommended approval of the work plan and the Chamber's corresponding request for funding. The Chamber's work plan is included as Attachment No. 1 to this staff report. The portfolio of services includes the following:

- **New York Business Attraction and Retention Mission** – oversee planning, preparation, execution and post-trip follow up activities. The Mission has a twofold strategy: (1) attract New York-based businesses to Beverly Hills and (2) demonstrate the continued value of maintaining a presence in Beverly Hills to businesses operating in both locations.
- **South Beverly Drive BID Feasibility Study** – conduct business to business outreach through a grassroots movement to assess the feasibility of creating a business improvement district (BID) with South Beverly Drive businesses.
- **Small Business Saturday Marketing Campaign** – develop a comprehensive marketing campaign to encourage small businesses in Beverly Hills to participate in the American Express Small Business Saturday Program. Includes meeting with small business owners and encouraging them to provide incentives for store patrons on Saturday, November 24, 2012.
- **Commercial Broker Roundtable Meetings** – arrange 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.
- **Local Marketing Campaign** – engage with local consumers by implementing a local marketing campaign that will encourage residents and employees in Beverly Hills to support their local merchants. Program will include a residential mailing program, promotional collateral, street pole banners, advertising, social media, and a dedicated website.

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 \$240,000. Funding for the Chamber of Commerce has been budgeted in the Business Development Program account 0101313 for Fiscal Year 2012-2013.

RECOMMENDATION

Staff recommends that the City Council review the Chamber Liaison Committee's recommendation for the Fiscal Year 2012-2013 portfolio of services and funding request from the Beverly Hills Chamber of Commerce and Civic Association. The funding agreement is on the evening formal agenda for City Council consideration.

Cheryl Friedling
Approved By



Attachment 1



Proposed FY 2012-2013 Portfolio of Services

I. New York Business Attraction and Retention Mission

Phase 1 - Planning and Preparation

Description	<p>The Mission has a twofold strategy: (a) attract businesses based in New York to expand to Beverly Hills and; (b) demonstrate the continued value of maintaining a presence in Beverly Hills to businesses operating in both locations. Components include:</p> <p><u>Retention</u></p> <ul style="list-style-type: none"> • Identify and update list of Beverly Hills businesses with a New York presence • Make appointments with brand managers of Beverly Hills businesses for retention interviews • Research and identify venue for location of Mayor’s Executive Luncheon • Handle and arrange all travel logistics <p><u>Attraction</u></p> <ul style="list-style-type: none"> • Identify desired business sectors in Beverly Hills and create target list of businesses deemed good fit for the City • Assess the city’s current business climate utilizing strategies laid out in Mission Overview • Arrange appointments for October trip including development of individual and group schedules; schedule appointments for bi-lateral meeting tracks for delegates (2 days for 2 to 3 separate tracks) • Outreach to attraction targets, coordinate appointments
Deliverables	<ul style="list-style-type: none"> • Regular updates on new trends and findings • Provide memo of target list of businesses with accompanying description about why they are a good fit for Beverly Hills • Continuous outreach to business prospects • Preparation of briefing book: research, writing, collation, etc.
Timeline	July - October 2012
Cost	\$50,000

Phase 2 - Mission Supervision and Coordination

Description	<p>The execution of the New York Mission includes a Mayor’s Luncheon Program and individual meetings where City and Chamber management meet privately with senior executives of prospective targets. Components include:</p> <ul style="list-style-type: none"> • Provide on-site guidance, direction and support to delegates, e.g. coordinate ground travel, confirm daily appointments, daily briefings, etc. • Manage all aspects of Executive Luncheon (menu, program, remarks, a/v needs, negotiations with all vendors) • Attend and participate in meetings and all functions • Prepare/coordinate meetings with business prospects before and after the luncheon
Timeline	October 16-18, 2012
Cost	\$40,000

Phase 3 - Post Trip Follow Up

Description	<p>Upon return to Beverly Hills, the Chamber will produce a recap of the trip and identify next steps. Components include:</p> <ul style="list-style-type: none"> • Follow up on requests for assistance, information, etc., • Post trip survey & follow-up with survey subjects as requested • Evaluate results and incorporate feedback appropriately • Produce quarterly follow up letters to CEOs of businesses from the Mayor with information on special marketing events, City programs and services of interest to the businesses and provide contact information for Chamber and City staff for any concerns or questions • Maintain a database of concerns or questions from businesses
Deliverables	<ul style="list-style-type: none"> • Issue report and synopsis of trip to City Council • Brief city official on an as-needed basis about trip results
Timeline	October - November, 2012
Cost	\$15,000

Phase 4 - Ongoing Follow Up and Research

Description	<p>In order to maximize the benefits of the New York Mission, the Chamber will continue to follow-up with prospective targets and research potential new businesses. Components include:</p> <ul style="list-style-type: none"> • Ongoing outreach and follow-up with identified business prospects that are suitable for Beverly Hills • Ongoing evaluation of appropriate attraction targets with Beverly Hills stakeholders • Continuous research of new, potential attraction targets, including referrals to available locations, inquiry of current interest, solicitation of questions and offers of
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	<p>assistance</p> <ul style="list-style-type: none"> • Ongoing contacts and communications with representatives of Beverly Hills retailers and restaurants that participated in New York Mission or that were invited but did not attend • Ongoing identification of Beverly Hills stores that have a New York presence • Updating of New York contacts database
Timeline	Ongoing
Cost	\$15,000

II. South Beverly Drive BID Feasibility Study

Description:	Oversee business to business outreach, grassroots movement to assess the feasibility of creating a business improvement district (BID) with South Beverly Drive businesses between Wilshire Blvd and Olympic Blvd, as well as those appropriate side streets. The proposed BID could provide resources to manage and fund business district programs, such as marketing and promotion, special events, physical improvements, and ongoing maintenance.
Deliverables:	<p><u>PHASE 1 – Assess BID Feasibility</u></p> <ul style="list-style-type: none"> • Call and meet with business owners to assess interest level • Schedule and hold workshop with interested businesses • Create workshop agenda and presentation materials • Develop post-workshop report of findings and recommendations <p><u>PHASE 2 – Develop Proposed BID Management Plan</u></p> <ul style="list-style-type: none"> • Develop BID Steering Committee to identify project vision • Create proposed BID Management Plan with vision/goals, programs and services to be provided, and budget
Timeline:	September 2012 - March 2013
Est. Cost:	\$20,000
Performance Measurement:	<ul style="list-style-type: none"> • Number of calls/meetings with business owners • Number of businesses in attendance at workshop • Qualitative feedback from businesses at workshop

III. Small Business Saturday Marketing Campaign (Nov. 24, 2012)

Description:	Develop a comprehensive marketing campaign to encourage small businesses in Beverly Hills to participate in the American Express Small Business Saturday Program on November 24, 2012.
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Deliverables:	<ul style="list-style-type: none"> • Develop social media marketing platform (Facebook, Twitter, etc) • Create and produce marketing materials (flyers, post cards, etc) • Meet with small business owners and encourage them to expand on existing ShopLocal incentives for store patrons on Saturday, November 24th • Develop post-event business impact report
Timeline:	September - November 2012
Est. Cost:	\$10,000
Performance Measurement:	<ul style="list-style-type: none"> • Number of calls/meetings with business owners • Secure 25 participating businesses • Customer and sales data from businesses that participated

IV. Commercial Broker Roundtable Meetings

Description:	Arrange 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.
Deliverables:	<ul style="list-style-type: none"> • Utilize contacts and membership lists to develop invitation list for the meetings. • Send email invitations, with telephone follow-up, to ensure attendance and diversity at the roundtable meetings to promote successful discussion. • Identify local broker to “co-chair” the meetings along with the Chamber. • Arrange meeting space and create agenda and topics for discussion. • Produce a report for the City that summarizes the group’s recommendations.
Timeline:	Fall 2012 for first roundtable and Spring 2013 for second roundtable
Est. Cost:	\$10,000
Performance Measurement:	<ul style="list-style-type: none"> • Number of brokers in attendance at meetings • Number of new business leads generated from meetings

V. Local Marketing Campaign

Description:	Engage with local consumers by implementing a Local Marketing campaign that will encourage residents and employees of Beverly Hills to support their local merchants. An in-depth marketing strategy development program will supplement the kick-off with a 20-week research analysis and comprehensive survey.
Deliverables:	<p>Local Marketing Campaign includes:</p> <ul style="list-style-type: none"> • Residential mailing program • Promotional collateral – decals and postcards • Street banners • Street team • Advertising – printed and online • Social media campaign

	<ul style="list-style-type: none"> • Dedicated website with programming and content management • Applied Marketing Research Program with UCLA Anderson School of Management • Comprehensive Survey
Timeline:	September 2012-June 2013
Est. Cost:	\$80,000
Performance Measurement:	<ul style="list-style-type: none"> • Increase local sales revenue by 5% by December 2013. • An interactive online platform that keeps the Beverly Hills community engaged and informed on local experiences and offers.