



STAFF REPORT

Meeting Date: August 19, 2014
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager (P)
Subject: Recommendation from the Chamber of Commerce Liaison Committee for the Beverly Hills Chamber of Commerce and Civic Association's Remaining Fiscal Year 2014-2015 Work Plan
Attachments: 1. Chamber of Commerce Work Plan

INTRODUCTION

This item presents the remaining Fiscal Year 2014-15 work plan for the Beverly Hills Chamber of Commerce and Civic Association for business outreach and retention services.

DISCUSSION

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

On April 30, 2014, the Chamber of Commerce Liaison Committee (Mayor Bosse and Councilmember Brien) 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 2014-2015. The work plan includes the annual New York Business Attraction and Retention Mission, sponsorship of the annual *Beverly Hills Tomorrow* symposium, as well as support for the continuation of several successful initiatives that were recommended by the Small Business Task Force (chaired by Vice Mayor Gold) and were spearheaded by the Chamber this year.

At the April 30th meeting, the Liaison Committee requested more information on several proposed initiatives and a subsequent Liaison meeting was scheduled for June 26th. However, due to an emergency evacuation at City Hall that day, the meeting was cancelled. The Liaison Committee meeting was rescheduled for August 7th.

On July 29th, the City Council approved an interim funding agreement with the Chamber so they could begin the planning effort for the annual New York Business Attraction and Retention Mission in October.

On August 7th, Chamber representatives presented their remaining work plan comprised of business outreach and retention services to the Liaison Committee. The Committee has recommended approval of the Chamber's work plan and corresponding funding request of \$173,000. The portfolio of services includes the following:

- **Local Marketing Initiatives** – continue to build upon the *My Beverly Hills* platform by connecting the business community with the local population (workforce and residents) through a dedicated website, monthly newsletter, and marketing and social media campaigns. In addition, launch three, new local marketing campaigns to drive business and incremental spending to North Canon Drive, South Beverly Drive and La Cienega Blvd.
- **Small Business Saturday Marketing Campaign** – build on the success of the marketing campaign by encouraging 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 29, 2014.
- **Business Education with Small Business Development Center (SBDC)** – the Chamber will once again partner with the SBDC at Santa Monica College 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 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.
- **Update the Beverly Hills Map** – in conjunction with the Beverly Hills Conference & Visitors Bureau, update and print a detailed map of the business community including the Golden Triangle and other commercial areas such as South Beverly Drive, East Wilshire Blvd. and Robertson Blvd. The purpose of the map is two-fold: to provide information to tourists and to provide a current map for commercial brokers and the business community.

In addition, the Liaison Committee requested further analysis of the proposed Chamber initiative *Doing Business in Beverly Hills* Booklet, which will primarily focus on operating a business in the city. The Committee requested an analysis of City staff time versus Chamber staff time to oversee the development of the booklet and the analysis be presented to the City Council at a future study session. In the meantime, the Committee recommends setting aside \$20,000 in the General Fund, Business Development account, to fund the booklet should Council subsequently recommend contracting that service to the Chamber.

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 \$173,000. This amount is in addition to the \$105,000 the City Council already approved for the New York Business Attraction and Retention Mission for a total funding amount of \$278,000. Funding for the Chamber of Commerce has been budgeted in the General Fund, Business Development Program account 0101313 for Fiscal Year 2014-2015.

RECOMMENDATION

Staff recommends that the City Council review the Chamber Liaison Committee's recommendation for the remaining Fiscal Year 2014-2015 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



2014-15 Chamber Work Plan for the City of Beverly Hills

- I. New York Attraction/Retention Mission (Oct. 27-Oct. 30)
- II. Local Marketing Initiatives
- III. Sponsorship of Beverly Hills Tomorrow
- IV. Small Business Development Center
- V. Small Business Saturday (Nov. 29)
- VI. Broker's Roundtable
- VII. Updating of Beverly Hills Map

Work Plan Component	Time Frame (July 2014-June 2015)	Cost
I. New York Mission	Year-round (Mission: Oct. 27-Oct. 30)	\$105,000
II. <u>Local Marketing Initiatives:</u> (a) Continuation of My Beverly Hills program; (\$65k) (b) Hyper-local marketing campaigns (\$30k) - Attachment B	Year-round	\$98,000
III. Sponsorship of Beverly Hills Tomorrow - Attachment C	April 2015	\$30,000
IV. Small Business Development Center Partnership - Attachment C	Year-round	\$20,000
V. Small Business Saturday - Attachment C	Nov. 29, 2014	\$10,000
VI. Broker's Roundtable - Attachment C	Dec., 2014, June 2015	\$10,000
VII. Updating of Beverly Hills Map - Attachment C	Updates in Fall 2014, Spring 2015	\$5,000
TOTAL		\$278,000

Proposed "Doing Business in Beverly Hills" Booklet	Booklet complete April 2015	\$20,000
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On April 30, the Chamber met with the City Liaison Committee (Councilmember Willie Brien and Mayor Lili Bosse) to discuss their proposed FY 2014-15 Work Plan. At the conclusion of the meeting, the Liaison Committee informed the Chamber of their desire for more information on certain items: (ii) Local Marketing Initiatives; (v) the “Doing Business in Beverly Hills” Booklet and (vii) the Broker’s Roundtables meetings. The Chamber also decided to remove the food-based street festival from its proposal.

This amended work plan is intended to provide more detail on these three areas of the Work Plan and more fully address questions that arose during the April 30 meeting. We also would like to use this opportunity to provide context about the Chamber’s overall operations.

Preamble

The Chamber, as a contracting entity, agrees to provide services to the City of Beverly Hills commencing on July 1, 2014 running through June 30, 2015. As an organization with deep roots in the business and residential community, the Chamber is uniquely qualified to provide the City with effective and competitive consulting/contracting services to complement the City’s economic development and branding operations. The Chamber deeply values its relationship with the City and sees its Work Plan as a unique way to provide value while enhancing the City’s overall business climate.

I. New York Mission

Now in its 12th year, the New York Business Attraction and Retention 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.

After conversations with the City Manager's office and the CVB, the week of Oct. 27-30 was selected as the most suitable for this year's New York Mission. Mimicking the structure of last year's successful trip, the Chamber is proposing to arrange a three-day mission of dedicated one-on-one meetings with attraction and retention candidates (with Monday the 27th and Friday the 31st allocated as travel days).

The team will divide into 2-3 tracks as it has in prior years for a total of 24-27 meetings divided between attraction and retention candidates. More so than in the past two years, the New York trip could focus more on retention visits this year, as there is a paucity of available spaces to place attraction targets from prior years.

As with last year, a particularly high priority for meetings would go to arranging meetings with flagships on Rodeo Drive currently undergoing renovation, or who have recently re-opened renovated flagships (i.e., Barneys, Burberry, Tory Burch, Vera Wang, Louis Vuitton).

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.

The total cost for this item is \$105,000.

II. Local Marketing Initiatives

In conversations with members of the City Council and others, the Chamber was encouraged to create an ambitious agenda to expand its local marketing initiatives. Under the Chamber's current My Beverly Hills program, we are proposing two initiatives for FY 2014-15 both aimed to encourage engagement between local businesses and residents and increase the number of dollars locals spend within Beverly Hills. My Beverly Hills is distinct from the CVB and the City's marketing efforts in that it is entirely focused on linking local businesses with residents.

The purpose of the My Beverly Hills program is to provide a program connecting the business community with the locals (work force and residents) that serves as a bridge between these communities. My Beverly Hills is a fun interactive program intended to engage locals with local businesses and to educate the Beverly Hills community about the world-renowned shopping and restaurants available in their backyard. The program includes a website, a monthly newsletter, community events, and marketing and social media campaigns throughout the year.

(a) Continuation of My Beverly Hills Program

This spring, the Chamber created the My Beverly Hills brand derived from the former “Shop Local” program at the request of City Council to provide a stronger sense of place to the concept. This involved a complete redesign of the website whose popularity has dramatically increased and now averages approximately 2,000 monthly visitors. My Beverly Hills also has a committee consisting of merchants and residents that meets on a monthly basis to provide direction on the program. Some additional accomplishments in the last year:

- We hired street teams that made several sweeps across the city’s commercial neighborhoods to get businesses, members of the daytime workforce and residents engaged in the new program. We accomplished this through distributing collateral and getting them to sign up for the My Beverly Hills program.
- We have also printed 1,000 high-quality reusable tote bags for distribution. This happens to coincide with the City’s recent banning of plastic bags and gives consumers an alternative.
- Our social media presence has increased with more posts and tweets. Local businesses are responsive and frequently re-tweet content.

My Beverly Hills has divided its offerings under “Play,” “Dine,” “Live,” and “Shop.” As a partner in the community, the My Beverly Hills program is a grassroots effort to connect and engage residents with our community partners including businesses, local media and non-profits. The My Beverly Hills website and the newsletter are actively promoting the following:

- Profiles of local businesses
- Profiles of residents
- Interesting trivia about the city’s different neighborhoods
- “Happy hour” finder for workers and locals
- Information on current events (i.e. Walk with the Mayor, community events)
- Special marketing campaigns (i.e. holidays, Mother’s Day, Valentine’s Day)

For the 2014-15 Fiscal Year, My Beverly Hills will continue to do all of the following:

- Through its four categories (Play, Dine, Live, Shop), My Beverly Hills will reach new and diverse audiences in the City to better connect residents with local businesses and enhance two-way communication
- Send out a monthly newsletter with curated content featuring the latest events happening around town - residents and businesses have the opportunity to submit content
- Offer deals for local merchants
- Continue to conduct outreach to residents, businesses and the weekday workforce through street teams
- Increase the subscriber base through which residents can take advantage of local deals
- Purchase target geo-location lists for a series of email campaign blasts (at least 50K per blast). This will increase our subscriber list which is to target our local marketing efforts for the weekday workforce and residents alike
- Place targeted Facebook ads and PPC (pay-per-click) ads to boost subscriber base

- Advertise in our local media to promote the program
- Regular Happy Hour gatherings for the community (the first one at Fleming’s sold out with over 135 RSVPs)

The performance metrics for My Beverly Hills will include all of the following:

- Increase subscriber base from approximately 5,000 to 8,000 (a 60% increase).
- Increase interaction via social media (i.e. expanding the reach of merchants with local businesses)
- Increase the number of page views on My Beverly Hills (from an average of 2,000 a month to 4,000)
- Number of articles and amount of content available on My Beverly Hills
- Surveys of our subscriber base will also be undertaken to see how much reach the program has achieved.

The total cost for the program is \$53,000. A full cost breakdown is in Attachment B.

(b) Hyper-local marketing campaigns

Chamber is proposing three hyper-local marketing campaigns focusing on the promotion of individual streets and surrounding neighborhoods of Beverly Hills. The overall mission of this program is to support the Mayor’s plan to engage and connect residents with the Beverly Hills businesses and workforce. The goals are the following:

- Raise awareness of the businesses in each respective neighborhood
- Continue to showcase the emerging restaurants in Canon and help brand Canon as an important culinary destination
- Highlight the culinary options available on La Cienega (Restaurant Row) as the area experiences severe impact from subway construction

As this is the first year the Chamber will be rolling out this type of campaign, we seek to concentrate on three specific streets, South Beverly Drive, Restaurant Row on La Cienega Blvd. and North Canon Drive. The Chamber has already reached out to merchants and restaurants on the street who have expressed support for such campaigns.

Outreach efforts will include printed collateral, street teams, and overall engagement with business community and residents. Below are descriptions of the two different campaigns:

(1) Hyper-Local Marketing Campaign (Passport to South Beverly Drive)



Area Focus: South Beverly Drive

Possible Campaign Name/Theme: Passport to South Beverly Drive

Event: Saturday (Spring 2015)

Time: 12pm-8pm

Summary: South Beverly is filled with great neighborhood gems and locally owned stores. We will be creating a hyper-local marketing campaign and event on this street to draw attention to these neighborhood “gems,” encouraging the community to shop, dine and play in that area. It will be a family friendly, fun day filled with entertainment and community spirit.

Passport to South Beverly Drive will encourage patrons to visit each store and purchase food and special items for sale. Street performances (i.e., music, circus acts) will be considered if permits can be secured. All the participating stores will have special promotions for that day which visitors can take advantage of. The idea behind the campaign is for consumers to patronize a number of local businesses and get discounted food and other goods in the process. This event will help the brand the area as a distinct destination within Beverly Hills.

This Passport campaign received support and buy-in from select stores and restaurants on S. Beverly Drive (Fresh Brothers, Momed, CPK all voiced support) who have expressed a desire for greater exposure of their street. If successful, this “passport” event could possibly be an annual community event.

Goals/Benefits to the Area:

- Increase exposure for merchants in addition to foot traffic
- Increase sales during the day of the event
- Of the approximately 90 stores on South Beverly Drive, Chamber would set the goal of recruiting 20-25 to participate
- Street team activations will educate other businesses and community of the SBD campaign
- Media and press; Social Media mentions

Performance Metrics:

- Survey to ascertain whether the street saw an increase in sales for the day of the event and whether they were able to see an increase in sales a month or two after the event
- Survey to residents (through My Beverly Hills) about whether their awareness of the street has increased

Marketing Collateral:

- Flyers/posters; Street banners
- Street team; Newsletters
- Purchase list for E-blast; Targeted FB ads

(2) Hyper Local Marketing Campaign (Culinary Week on Canon)



Area Focus: Canon Drive

Possible Campaign Name/Theme: “Culinary Week on Canon “

Event: Sunday-Thursday on a chosen week (tentatively planned for March 2015)

Time: 11:30am-3pm (lunch) - 5:30pm-10pm (dinner)

Summary: Canon Dr. is a food-and-drink-lovers heaven on earth. Some of the best restaurants with world-renowned chefs reside on this one street. “Culinary Week on Canon” will showcase these establishments. All participating restaurants will prepare a prix-fixe menu for both lunch (Spago spoke in favor of \$35-\$45 lunch) and/or dinner (\$65-85) that is reasonably priced, and centered around a theme that is TBD (i.e. seasonal ingredients, culinary theme, etc.). Think “DINE LA” but specifically for Canon Dr. Restaurants and tied to a fun theme. We can possibly add a friendly competition to it and have diners vote on their favorite “Culinary Week on Canon” menu/restaurant and do an online poll. To date, Bouchon, Spago and the Montage have all expressed interest in participating.

Goals/Benefits to the Area:

- Highlights the chefs and restaurants; restaurants can highlight new dishes and offerings
- Of the approximate 20 restaurants on Canon, the Chamber would like to sign up ten to participate
- Increase in foot traffic and business to merchants
- Increase sales during the week of the promotion
- Increased exposure of the street through media

Performance Metrics:

- Survey to ascertain whether the restaurants saw an increase in sales a month or two after the event
- Survey to residents (through My Beverly Hills) about whether their awareness of the restaurants on Canon has increased as a result of this program

Marketing Collateral:

- Flyers/posters; street banners; street team; newsletters

- Purchase list for E-blast; targeted FB ads

(3) Hyper Local Marketing Campaign (Culinary Week on La Cienega)



Area Focus: Restaurant Row on La Cienega

Possible Campaign Name/Theme: “Culinary Week on La Cienega”

Event: Sunday-Thursday on a chosen week (tentatively planned for Spring 2015)

Time: 11:30am-3pm (lunch) - 5:30pm-10pm (dinner)

Summary: Restaurant Row is a historic area with large restaurants that attracts diners from all over. A “Culinary Week on La Cienega” will showcase these establishments. All participating restaurants will prepare a prix-fixe menu for both lunch and/or dinner that is reasonably priced, and centered around a theme that is TBD (i.e. seasonal ingredients, culinary theme, etc.). Think “DINE LA” but specifically for Restaurant Row. This program would be particularly valuable as it would aim to drive business to an area that will be heavily impacted by the advanced utility relocation work related to the Subway construction.

Goals/Benefits to the Area:

- Highlights the chefs and restaurants; restaurants can highlight new dishes and offerings
- Of the approximately 15 restaurants on La Cienega (including Red Medicine nearby on Wilshire), our goal would be to recruit at least eight to participate.
- Increase in foot traffic and business to merchants
- Increase sales during the week of the promotion
- Increased exposure of the street through media

Performance Metrics:

- Survey to ascertain whether the restaurants saw an increase in sales a month or two after the event
- Survey to residents (through My Beverly Hills) about whether their awareness of the restaurants on La Cienega has increased as a result of this program

Marketing Collateral:

- Flyers/posters; street banners; street team; newsletters
- Purchase list for E-blast; targeted FB ads

The total cost for these three campaigns is \$45,000. A full cost breakdown is in Attachment B.

III. Sponsorship of Beverly Hills Tomorrow

City will financially support the Chamber's signature event to appropriately augment City of Beverly Hills branding. Entering its 3rd 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. The 2014 event at the Wallis Annenberg Center for the Performing Arts sold out (500 seats) well in advance of the actual date with a waitlist of close to 100.

A sponsorship amount of \$30,000 will make the City an exclusive presenting sponsor of Beverly Hills Tomorrow in April of 2015. The City will be featured on all collateral and promotions for the event and have visibility in all publicity. The City will be entitled to showcase City merchandise and collateral with audio/visual capabilities. As an exclusive presenting sponsor, their logo and name will be included on all marketing for the event including invitations, electronic promotion and public relations.

The Chamber can provide a dedicated eBlast showcasing the City's commitment and offer an opportunity for a City dignitary to formally present proclamations to the speakers at Beverly Hills Tomorrow. Additionally, the City will receive up to 30 free tickets.

The total cost for this item is \$30,000. A list of the benefits of sponsorship is listed in Attachment C.

IV. Small Business Development Center Partnership

The Chamber would like to continue its partnership with the Small Business Development Center (SBDC) at Santa Monica College to offer relevant business counseling and educational seminars at the Chamber. In its first year, both the seminars and individual counseling sessions were very successful. The monthly seminars had an average attendance of 20 local business people to learn about such topics as social marketing and networking. Over 50 local entrepreneurs and small business operators received advice in one-on-one sessions with the consultant at the Chamber.

Some of the existing businesses that received consulting services include: Nelson J Salon, Edelweiss Chocolates, Best Tax Audit, YogaFit, Be Happy Therapy, Haiying Snider Handbags, Leading for Life, Inc. Some of the specific services offered by the consultant include operations assistance for business growth and increasing on-line awareness. These companies are looking to expand their offerings and grow their business and at least one company has hired an additional worker in Beverly Hills during the time they received consulting services.

Additionally, the consultant also works with entrepreneurs looking to create their own business by working with them to write a business plan, review financials as well as their merchandise and product offerings. One candidate is now looking to lease a retail space for a brick-and-mortar apparel store in the City as an outcome of the consulting she received at the Chamber.

The partnership between the Chamber and the SBDC will continue to consist of the two following programs:

- An on-site consultant will visit the Chamber on the 1st and 3rd Wednesdays every month to offer marketing and business consulting services for a total of eight hours a month. The Chamber will coordinate and arrange appointments for the consultant, and make their services available exclusively to residents and businesses based in Beverly Hills. Clients who make use of the consultant will not be charged a fee.

The consultant's services will be publicized by the Chamber to its members and partners in the local business community.

The Chamber will host a monthly business seminar in its Board Room on topics relating to accounting, law and marketing and other relevant topics. The classes will be taught by a professional who works out of the SBDC and will be publicized through the Chamber and the SBDC. In conversations with our members, marketing and branding advice are among the chief needs of existing businesses within Beverly Hills. Attendees will pay a fee for every seminar (\$25-\$50) although Chamber members will not be charged.

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

V. Small Business Saturday

The Chamber will organize the outreach efforts for Small Business Saturday, Nov. 29. The 2013 campaign was very successful with the Chamber able to get 100 businesses to participate in the event and made Small Business Saturday the featured presentation at the November Networking Breakfast. These businesses signed up to participate on the America Express Shop Small website and offered specials to customers. Some additional highlights of Small Business Saturday include:

- The Chamber sent out six eblasts about Small Business Saturday to our database and set up a table at the Farmers Market the prior weekend to get out the word of the event
- The Beverly Hills Courier partnered with us to promote the businesses participating in Small Business Saturday
- Mayor John Mirisch was accompanied by a Chamber staff member as he and his son were filmed shopping in Beverly Hills by the American Express production and film crew
- On Small Business Saturday, the Street Team filled 150 balloons with helium and delivered them to all of the participating businesses.

Building off of last year's experience, we intend to get more businesses to offer and publicize special deals for the day and perhaps focus marketing efforts to areas of Beverly Hills where small businesses are more concentrated (i.e. South Beverly, Robertson, Little Santa Monica).

The total cost for this item is \$10,000. A full itemized breakdown is available in Attachment C.

VI. Broker's Roundtable

The Chamber will organize and host two Broker's Roundtable meetings in December and June. The Roundtables provide an opportunity for the leading commercial brokers and senior officials from the City to gather and share information about new developments to the City's commercial landscape. Both sides have shared with the Chamber that they find these meetings valuable in learning new information and many brokers expressed interest in attending these meetings quarterly. The current list of brokers invited to the Roundtable is approximately 30.

Agenda items at the past two Roundtables have included:

- Presentation by Community Development Director about new projects. Brokers in attendance learned about new opportunities for their clients to spur growth in the City.
- Introducing the new Asst. Director of Planning to the leading brokers in the community. By providing a better line of communication between brokers and senior officials of the City, this ensures that questions surrounding permitting, signage, etc. are resolved more quickly and allows businesses to open with more ease.
- Learning of potential spaces to present to targets on the New York Mission
- Presentation of SE Task Force to brokers who helped brainstorm and provide recommendations about the sort of development and infrastructure needed in the area
- At the June, 2014 Roundtable, the leading officials in Community Development learned about key new developments that they had not yet been alerted about (buildings that have been sold, landlord wishes for new tenants, a restaurant looking to expand, businesses that are looking to sublease). This helps the City be prepared for new developments and allows both sides to be pro-active about what is needed to bring these developments to fruition.

Additionally, it should be mentioned that the comprehensive new map showcasing all the business districts in the City arose out of an idea at a Broker's Roundtable. The brokers had complained that there was not a reliable map with which to introduce prospective businesses to the area. This new map will now be used by brokers, tourists and the public.

We 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 total cost for this item is \$10,000. A full itemized breakdown is available in Attachment C.**

VII. Updating Beverly Hills Map

In conjunction with the CVB this past fiscal year, the Chamber assisted in creating a comprehensive detailed map of the City of Beverly Hills to include all the major retail businesses within the City. The first map will be released in June 2014. This new map will feature businesses within the Golden Triangle as well as inset maps of businesses located on South Beverly Drive, Robertson Blvd, La Cienega, S. Santa Monica Blvd. and some points of interest outside of these areas. This map will be considered the main source of information for Beverly Hills businesses, visitors and residents alike and circulated to the community through the various distribution channels of all partners and members of the CVB and the Chamber.

An updated map will be printed and released every December and June by Trends Media with the Chamber assisting the process as an assistant project manager, mapping the businesses on certain streets and ensuring that City businesses are accurately represented. The Chamber will serve in these roles for the two editions of the updated map.

The total cost for this item is \$5,000. A full itemized breakdown is available in Attachment C.

2014-2015 Local Marketing Initiatives - My Beverly Hills Budget

Attachment B

	Enhanced My Beverly Hills Program	Hyper-local Marketing Campaigns	
Timeline: June 2014-June 2015			
Management of My Beverly Hills Program (committee management, website updates, newsletters, management of all other activities)	\$25,000	\$15,000	
Social Media Marketing	\$5,000	\$2,000	
Online & Print Advertising (Facebook, PPC, Courier, BH Weekly)	\$12,000	\$3,000	
List Purchase/Email Blasts (Every other month)	\$3,000	\$4,000	
Printed Marketing Collateral	\$3,000	\$1,000	
Local Marketing Event - Area 1 (1st qtr)		\$4,000	
Local Marketing Event - Area 2 (2nd qtr)		\$4,000	
Local Marketing Event - Area 3 (3rd qtr)		\$4,000	
Street Team	\$5,000	\$6,000	
Entertainment		\$2,000	
Total	\$53,000	\$45,000	
Components of Local Marketing Initiatives			
Enhanced My Beverly Hills Program	\$53,000		
Hyper-Local Marketing Campaigns	\$45,000		
Local Marketing Initiative Total	\$98,000		

									Total	\$20,000
Timeline: Winter 2014 & Summer 2015										
Broker's Roundtable										
Winter 2014 Roundtable										
Meeting set-up and coordination		24	\$3,600	6	\$1,260					\$4,860
Minutes/supplies/refreshments	\$140									\$140
									Subtotal	\$5,000
Summer 2015 Roundtable										
Meeting set-up and coordination		24	\$3,600	6	\$1,260					\$4,860
Minutes/supplies/refreshments	\$140									\$140
									Subtotal	\$5,000
		Hour totals		48		12				
		Category Subtotals	\$280		\$7,200		\$2,520		Total	\$10,000
Timeline: August - November 2014										
AmEx Small Business Saturday (Nov. 29, 2014)										
Develop Social Media Marketing Platform						10	\$1,000	20	\$2,000	\$3,000
Create and produce marketing materials								20	\$2,000	\$2,000
Collateral production costs	\$400									\$400
Outreach to small business owners, distribution of collateral, follow through						20	\$2,000	20	\$2,000	\$4,000
Develop post-event impact report		2	\$300					3	\$300	\$600
		Hour totals		2		30		63		
		Category Subtotals	\$400		\$300		\$3,000		\$6,300	
									Total	\$10,000
Timeline: Fall 2014, Spring 2015										

Updating of Beverly Hills Map											
Updating of Businesses in Beverly Hills (twice annually)			30	\$4,500					20	\$500	\$5,000
Hour totals			30						20		
Category Subtotals				\$4,500						\$500	
									Total		\$5,000

Executive Summary (Additional Initiatives)	
Sponsorship of BH Tomorrow	\$30,000
Small Business Development Center	\$20,000
AmEx Small Business Saturday	\$10,000
Brokers Roundtable	\$10,000
Updating of Beverly Hills Map	\$5,000
Grand Total	\$75,000
Legend (Hourly rate of Chamber staff)	
Chamber Executive Director	\$210
EDD Director	\$150
Chamber Communications & Events Manager	\$100
Marketing Assistant	\$25