



## STAFF REPORT

**Meeting Date:** June 16, 2015  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
Megan Roach, Marketing & Economic Sustainability Manager   
**Subject:** Recommendation from Chamber of Commerce Liaison Committee  
Regarding the Fiscal Year 2015-2016 Scope of Work and Funding  
Request from the Beverly Hills Chamber of Commerce and Civic  
Association  
**Attachments:** 1. Chamber of Commerce Proposed Work Plan and Budget Detail

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### INTRODUCTION

This item provides a recommendation from the Chamber of Commerce Liaison Committee for the Fiscal Year 2015-2016 scope of work and funding request from the Beverly Hills Chamber of Commerce and Civic Association.

### DISCUSSION

The City contracts with the Beverly Hills Chamber of Commerce to provide a range of outsourced programs to retain existing businesses and attract new businesses to the City. Additionally, the Chamber is contracted to assist with outreach initiatives and to promote strategic policies developed by the City to the business community. These initiatives are consistent with the City's Economic Sustainability Plan and the Small Business Task Force recommendations.

On May 13, 2015, the Chamber of Commerce Liaison Committee (Mayor Gold and Councilmember Brien) met with Chamber representatives to review their submission of a work plan for business attraction and retention services for Fiscal Year 2015-2016. The work plan includes the annual New York Business Attraction and Retention Mission, support for the continuation of successful initiatives that were recommended by the Small Business Task Force (chaired by Mayor Gold) and several new initiatives designed to attract and retain businesses in Beverly Hills. The new initiatives include a citywide Restaurant Week, a hyper-local marketing campaign for S. Beverly Drive and staff support for the 2016 Mayoral and City Council Installation.

The Liaison Committee has recommended approval of the Chamber's work plan and corresponding funding request of \$379,000, which represents a 36% increase to the

Chamber's funding agreement from the prior fiscal year. This increase is largely due to new programs and initiatives designed to attract and retain new businesses to Beverly Hills. The Chamber's work plan is included as Attachment No. 1 to this staff report and the portfolio of services includes the following:

**Recurring Initiatives:**

- **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.
- **My Beverly Hills Initiative** – 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.
- **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 28, 2015.
- **Business Education with Small Business Development Center (SBDC)** – the Chamber will once again partner with the SBDC 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 annual 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.

**Total Funding Request for Recurring Initiatives = \$238,000**

**New Initiatives:**

- **Citywide Restaurant Week** – build upon the success of last year's Culinary Week on Canon & La Cienega by expanding the program citywide and inviting restaurants to participate by offering a prix fixe menu specials. Program will include marketing collateral, street pole banners, street entertainment, and a kick-off event.

- **Hyper-Local Marketing Campaign S. Beverly Drive** – a hyper-local marketing campaign to showcase S. Beverly Drive for Valentine’s Day week (February 8-14, 2016) to encourage the community to shop and dine on S. Beverly Drive.
- **Monthly Business Retention Meetings** – organize and manage monthly retention meetings with businesses in targeted sectors in Beverly Hills. Chamber will identify businesses, arrange meetings to include the Mayor, City Manager, and Chamber Executive Director, and compile a quarterly report summarizing feedback from businesses during the meetings.
- **2016 Mayoral and City Council Installation Management** – the Chamber Events Manager will plan, execute and oversee the 2016 Mayoral and City Council Installation while the City’s Community Outreach Manager is on leave.

**Total Funding Request for New Initiatives = \$141,000**

**Optional Initiative:**

- **Emerging Retailer Block Party** – at the request of the Liaison Committee, Chamber staff researched the concept of a large-scale block party for emerging retailers on S. Beverly Drive or Robertson Blvd. The event would require a street closure and the Chamber would recruit apparel and food vendors to participate and feature live entertainment. The Chamber would hire a specialized event planner and require a budget for marketing and advertising. The Chamber estimates the event to cost approximately \$90,000. The City’s business development program, which funds the Chamber, does not contain sufficient funding to fund this event during Fiscal Year 2015-2016. The Chamber will continue to research the event concept for funding consideration next fiscal year.

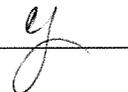
**FISCAL IMPACT**

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 \$379,000. Funding for the Chamber of Commerce has been budgeted in the General Fund, Business Development Program account 0101313 for Fiscal Year 2015-2016, which contains a total budget of \$407,000.

**RECOMMENDATION**

Staff recommends that the City Council review the Liaison Committee’s recommendation for the Fiscal Year 2015-2016 portfolio of services and funding request from the Beverly Hills Chamber of Commerce and Civic Association. The Chamber funding agreement will be included on the June 30<sup>th</sup> evening formal agenda for City Council consideration.

Cheryl Friedling  
Approved By



# **Attachment 1**



## 2015-16 Chamber Work Plan for the City of Beverly Hills

- I. New York Attraction/Retention Mission (Oct. 26-Oct. 29, 2015)
- II. Local Marketing Initiatives
- III. Management of Retention meetings with Mayor's office
- IV. Event Management of 2016 Mayoral Installation
- V. Sponsorship of Beverly Hills Tomorrow (April 2016)
- VI. Small Business Development Center Partnership
- VII. Small Business Saturday (Nov. 28, 2015)
- VIII. Broker's Roundtable
- IX. Updating of Beverly Hills Map

Work Plan Component	Time Frame (July 2015-June 2016)	Cost	Last year's cost
I. New York Mission – <i>Attachment A</i>	Year-round (Mission: Oct. 26-Oct. 29)	\$110,000	\$105,000
II. Local Marketing Initiatives*: (a) Continuation of My Beverly Hills program; (\$53k) (b) City-wide Restaurant Week (\$70k) (c) Hyper-local marketing campaign (\$19k) – <i>Attachment B</i>	Year-round	\$142,000	\$98,000
III. Management of Retention Meetings with Mayor's office (12 meetings with an option of 6 more for 18 total) – <i>Attachment C</i>	Year-round	\$18,000 (option of six more for total of \$25k)	-
IV. Event Management of 2016 Mayoral Installation – <i>Attachment D</i>	January-March 2016	\$34,000	-
V. Sponsorship of Beverly Hills Tomorrow – <i>Attachment C</i>	April 2016	\$30,000	\$30,000
VI. Small Business Development Center Partnership – <i>Attachment C</i>	Year-round	\$20,000	\$20,000
VII. Small Business Saturday – <i>Attachment C</i>	Nov. 28, 2015	\$10,000	\$10,000
VIII. Broker's Roundtable – <i>Attachment C</i>	Dec. 2015, June 2016	\$10,000	\$10,000
IX. Updating of Beverly Hills Map – <i>Attachment C</i>	Updates in Fall 2015, Spring 2016	\$5,000	\$5,000
<b>TOTAL</b>		<b>\$379,000</b> <b>(\$386,000</b> <b>w/option in III)</b>	<b>\$278,000</b>

\*Note: Change in funding from last year is due to the creation of a city-wide restaurant week and two fewer hyper-local events. See pg. 4 for more information.

## **I. New York Mission**

This year, the suitable dates for the New York Mission are from Oct. 26-29. The three-day mission will continue to be dedicated to one-on-one meetings with attraction and retention candidates (Monday, Oct. 26 will be a travel day and with all meetings held between the 27<sup>th</sup> and 29<sup>th</sup>). The team will divide into 2-3 tracks as it has in prior years.

Now in its 13<sup>th</sup> 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. Last year, the delegation participated in a total of 26 meetings with attraction targets and large Rodeo Drive retailers that provided an opportunity for all parties to share their questions and concerns about doing business in Beverly Hills. In November, the Chamber helped coordinate a walking tour of Beverly Hills with decision makers from Serendipity restaurant to look at site selection. The brokerage firm has kept in touch with their head of real estate development and are continuing to look for the best location for them. The Chamber continues to make contact with additional restaurants and retailers about their possibility of opening up a location in Beverly Hills. We have connected one retailer with a broker who has stated an intention to open up their doors in 2016.

In order to make our meetings with “attraction targets” even more successful, the Chamber has entered into an agreement with a prominent New York-based retail consultant to assist in the selection of businesses most interested in opening up a location in Beverly Hills. This consultant will enable to the Chamber to make more informed decisions about the most promising businesses to meet with while in New York. The consultant will vet possible targets for their suitability and how well capitalized they are to actually open a store in Beverly Hills. Also this year, we will look into scheduling “neighborhood reconnaissance tours” whereby members of the delegation walk through various neighborhoods (i.e., Chelsea, Fifth Avenue) looking for possible good retail fits for Beverly Hills.

As with the last two years, 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 \$110,000. Cost breakdown available in Attachment A.**

*Note: Amount is \$5,000 more than last year to account for the hiring of a retail consultant who will help make the program more strategic by confirming the efficient selection of businesses.*

## II. Local Marketing Initiatives

### (a) Continued administration of My Beverly Hills

The Chamber will continue to oversee and expand the current My Beverly Hills program aimed to encourage engagement between local businesses and residents to increase the number of dollars locals spend within Beverly Hills.

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 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.

In the past year, the My Beverly Hills program achieved all of the following to fulfill its mission as a tool of engagement for the community:

- Average of **3,000 unique monthly visitors** to the My Beverly Hills site
- We held a total of **10 events** (happy hours/mixers) that had an average attendance of 100-150 per event. These events highlighted local establishments such as Luxe Hotel, Hakkasan, Nirvana, Pussy & Pooch, Infiniti of Beverly Hills among other venues. Post-event follow-up with these venues found that they experienced return visits as a result of these events.
- Overall, the site featured over **70 articles** or posts highlighting different businesses and items of local interest. This original content helped drive traffic to these establishments.
- One major anecdote: The First Friday event at Fleming's Steakhouse which features a spirit tasting (wine, bourbon, etc.), reported to the Chamber that between 17 and 20 percent of guests had heard of the event through My Beverly Hills.
- On average, My Beverly Hills creates 40 original posts with content on social media sites every week to drive traffic to the website and interest in the programming and content. This is a total of over **2,000 posts a year** driven out to interested businesses and residents.
- Site achieved an **additional 600 subscribers** throughout the year. These are unique subscribers that are members of the community and may not be reached by Chamber communications.

In FY 2015-16, the Chamber will continue to broaden the reach of My Beverly Hills in the community, hold events bringing together the residential and business communities and add to the subscriber list.

Specific goals include:

- Expand the reach of My Beverly Hills beyond mixers to community building events that bring together several businesses. Our goal would be a **total of 15 events** which would include a monthly mixer and other community building events.
- Continue to have robust content and social media presence and increase traffic to My Beverly Hills to **5,000 visitors a month**.

- Add **2,000 new subscribers** to the list.

**The total cost for this item is \$53,000. Cost breakdown available in Attachment B.**

### **(b) Beverly Hills Restaurant Week**

From March 16-20, the Chamber produced a “Culinary Week on Canon & La Cienega” that recruited 20 restaurants to participate. This weekly event, similar to dine LA’s campaigns, allowed restaurants to publicize a prix fixe menu and other specials to diners as a way to promote their offerings.

To promote the event, the Chamber placed advertisements in the Courier & the Weekly, arranged for eight banners to be placed on Canon & four banners to be placed on La Cienega, and had word sent out to 900,000 subscribers on Yelp’s list. We also held a mixer at Morton’s on March 12 to kick-off the event.

Major feedback from culinary week was:

- Several restaurants reported an increase in business (example, Lawry’s reported a 5% increase; the Montage Rooftop attributed a total of five tables that were reserved due to restaurant week).
- All restaurants that participated expressed a desire to have the event next year
- Many participating restaurants requested increased marketing and promotion for the event.
- Several restaurants in other areas of Beverly Hills notified us that they would like to see a city-wide culinary week.

In response to this feedback, the Chamber conducted a survey of all restaurants in the city to see if this was indeed true. Of the 44 responses we received, 42 stated that they would participate in such a campaign.

To promote Beverly Hills Restaurant Week and make it a success, the Chamber will do all of the following:

- Street teams will pass out collateral
- City-wide outreach to restaurants using street teams
- Print out collateral for use by the restaurants. This could include inserts into check-holders where diners receive their bills and perhaps window signage
- We will place 100 street banners throughout Beverly Hills with priority for high traffic streets (La Cienega, Wilshire, Robertson, Canon, Beverly for example).
- We will hold a large kick-off event the week before Restaurant Week utilizing the My Beverly Hills platform
- Hold an informational town hall meeting for restaurants one month prior to the event about how to enroll and access materials
- On the first day of restaurant week, we will look into having light on-street entertainment to build awareness

- Create a landing page and dedicated website for the event to promote participating restaurants and their special menus.
- We will partner with Yelp to get the word out and reach out to all the major food blogs and local media outlets to announce the event. We will place advertising in the Weekly and Courier (and strongly consider the LA Times) and also hold social media contests

Our goal is to recruit a minimum of 40 Beverly Hills restaurants to participate in the campaign, tentatively scheduled for March of 2016. Over the course of the campaign, our goal is for the participating restaurants to report an average of 5% increase in sales. We will gauge the impact and success of restaurant week with follow-up surveys and a detailed report.

**The total cost for this item is \$70,000. Cost breakdown available in Attachment B.**

### **(c) Hyper-Local Marketing Campaign**

Last year, the Chamber organized a total of three hyper-local events (restaurant weeks on Canon and La Cienega and an event on May 2<sup>nd</sup> on South Beverly Drive). Thus far, the Chamber has received positive reviews from merchants and residents about these events.

For the coming year, the Chamber is proposing one hyper-local marketing campaign on South Beverly Drive to raise awareness of the many businesses on the street. There are many new businesses on the street and we believe that the street would get more exposure from an event that lasted one week as opposed to being confined to a single day.

In response to feedback from businesses that they would like more marketing for the event, we are asking for \$4,000 more for the event to create a stronger buzz about the week-long campaign.

**(1) Area Focus:** South Beverly Drive

**Possible Campaign Name/Theme:** Valentine's Day Week on South Beverly Drive (Feb. 8-14, 2016)

**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 in connection with Valentine's Day. This campaign will focus on driving shoppers to the jewelry stores, salons, spas, boutiques and restaurants that call South Beverly home.

All the participating stores will have special promotions for the week 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.

The Chamber received feedback that the stores on the street would have liked to have more marketing materials and promotion for the campaign. Because of this, the Chamber is asking for \$4,000 more in funding for this campaign than last year to increase its reach and impact.

**Goals/Benefits to the Area:**

- Increase exposure for merchants in addition to foot traffic
- Increase sales during the week of the event
- Street team activations will educate other businesses and community of the 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
- Local media advertising
- Purchase list for E-blast; Targeted FB ads

**The total cost for the two hyper-local events are \$19,000. The total cost of all three Local Marketing Initiatives is \$142,000. A full cost breakdown is available in Attachment B.**

**III. Management of Retention Meetings with Mayor’s Office  
(twelve total meetings with an option for six more)**

The Chamber will manage the implementation of 12 meetings with business owners of targeted sectors and the Beverly Hills Mayor’s office. These meetings will be attended by the Mayor, a member of the City Manager’s office and a Chamber staff member as well as by executives of the business itself. The goal of these meetings is for the Chamber and the Mayor’s office to better understand the concerns of the business community and their experiences in the City. These meetings will help the City and the Chamber develop programs for how to best support the needs of the business community.

With the New York Trip as a model, the Chamber will develop a matrix of businesses to meet with over the next year focusing on entities who might close their doors and large businesses who are new to the city. The Chamber will look into reserving two standing times every month for these meetings to take place (i.e., 1<sup>st</sup> Tuesday of every month in the morning).

The following will be the list of deliverables:

- Scheduling 12 Business Retention meetings in coordination with City Manager’s office.
- Production and distribution of a one-page briefing sheet for City attendees a week before each meeting.
- Producing a quarterly report that summarizes each meeting and common themes that emerged as a whole.

At the Chamber's Liaison Committee meeting in May, it was suggested that the Work Plan contain an option to add six additional meetings if they are found to be of great value. We will revisit this option in the fall with the City Manager's Office after the initial meetings.

Note: Chamber will develop full matrix of targeted visits with input from City staff & Liaison Committee.

**Total cost of twelve (12) retention meetings would be \$18,000 with an option to schedule six (6) more for an additional \$7,000. The reduced cost for the additional meetings is a reflection of the lower cost achieved in providing a service at scale. Cost breakdown available in Attachment C.**

#### IV. Event Management of 2016 Mayoral Installation

Due to the year-long absence of Huma Ahmed, Community Outreach Manager, City staff proposed the possibility of having the Chamber manage the March 2016 Mayoral Installation event. This idea was the subject of a lengthy discussion at the Feb. 4 Liaison Committee where it received support.

The Chamber's Sponsorship and Events Manager would manage and produce the event to the satisfaction of the City Manager's office. These activities would include:

- Schedule and manage meetings with key City staff who support roles with the event
- Select caterer, event entertainment and work with City's Marketing Manager on vendor agreements.
- Work with City's Public Information Manager to coordinate speeches for outgoing Mayor, outgoing Vice Mayor, incoming Mayor and Vice Mayor
- Coordinate and manage all activities and budgets associated with the Installation

The Chamber's Sponsorship & Events Manager shadowed Ms. Ahmed at the most recent Installation and has solid experience dealing with all vendors and parties who would be involved in the Installation. City staff estimates that all of the tasks associated with the Installation would take 270 hours of time and may require the Chamber to hire an assistant as well.

**Total cost of this item would be \$34,000. Cost breakdown available in Attachment D.**

#### V. Sponsorship of Beverly Hills Tomorrow

City will financially support the Chamber's signature event to appropriately augment City of Beverly Hills branding. Entering its fourth 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. In 2015, the sold-out event was again hosted by Larry King at the Wallis Annenberg Center for the Performing Arts who interviewed five acclaimed industry leaders in a program that received great reviews from attendees.

A sponsorship amount of \$30,000 will make the City an exclusive presenting sponsor of Beverly Hills Tomorrow in April, 2016. The City will be featured on all collateral and promotions for the event and have visibility in all publicity. 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. Additionally, the City will receive up to 30 free tickets.

**The total cost for this item is \$30,000. Cost breakdown available in Attachment C.**

#### **VI. Small Business Development Center**

The Chamber will continue its partnership with the Small Business Development Center (SBDC) at Long Beach to offer one-on-one business counseling and educational seminars at the Chamber. The new consultant who started in January has been a tremendous success garnering accolades and positive testimonials from residents and businesses who have received SBDC services.

Overall, our consultant held just under 100 meetings with Beverly Hills businesses and residents interested in opening up a location. A short list of some of the companies receiving services include: Edelweiss Chocolate, Nelson J Salon, Arthur Murray Dance Studio, Dr. Natalia Williams (orthodontics), Best Tax Audit, Encore Health Group, White Diamond Funeral Services, Jill Esplin (Leading for Life Travel), Todd Johnson, Randy Fuhrman Events, Monica Holt (women's apparel start-up). All these businesses are either based in Beverly Hills or owned by residents of the City.

As a result of the direction received during consulting sessions, several businesses have improved their operations and added to the City's tax base. For example, Leading for Life Travel (owned by resident Jill Esplin) hired two people as a result of the consulting sessions held at the Chamber and revamped her website. Best Tax Audit was able to boost its client base and online marketing. Edelweiss Chocolates revamped its online presence and merchandizing and secured a big account with Showtime for a premiere party.

Educational seminars have also been successful with strong attendance on topics such as marketing, reading financial statements and creating a business plan. These seminars will continue to be offered once a month in the Chamber's Board Room and be publicized by the Chamber and the SBDC.

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

#### **VII. Small Business Saturday**

The Chamber will organize the outreach efforts for Small Business Saturday on Nov. 28. The Chamber has developed a strong relationship with the national agency that provided all branded materials for Small Business Saturday and offered constructive criticism to make the day even more successful.

Highlights of the 2014 Small Business Saturday (on Nov. 29, 2014) campaign include:

- Launch party at Pussy & Pooch that was attended by 70 members of the business community and included remarks by Councilmember Brien and several business owners.
- Passed out collateral at Farmers Market, employed street teams that passed out promotional material and signed up businesses to participate.

- Large social media campaign including contests and prizes.
- Overall, our efforts helped us sign up over 100 businesses to participate.
- On the day of Small Business Saturday, Chamber staff, ambassadors and Mayor Bosse visited a dozen different businesses around town to promote and draw attention to the event
- Received press coverage in the Beverly Hills Weekly, the Courier and Westsidetoday.com. Also received commendation from American Express for our campaign.
- American Express's national commercial to promote Small Business Saturday features John Mirisch (from when he was Mayor in 2013) and Norbert from the Cheese Store.

This year, the Chamber will continue to aggressively promote the campaign in partnership with American Express and seek to increase the number of businesses participating.

**The total cost for this item is \$10,000. Cost Breakdown available in Attachment C.**

### **VIII. 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.

The past year's Roundtables addressed issues regarding the expansion of in-lieu parking and the possible creation of a checklist for brokers filling available spaces. Both the City and the broker community have shared that they find these meetings very informative – brokers are able to learn firsthand about new ordinances and developments that affect their business and city officials are able to learn about the comings and goings of important tenants.

Highlights of the past year include:

- The Director of Community Development briefed brokers about updates to securing outdoor dining permits and proposed changes to how the City may regulate tour busses. Brokers also appreciated information shared by the CVB on the amount of dollars spent by tourists – information they were able to share with prospective clients looking for space to rent.
- Chamber and City officials learned of potential spaces coming available at the June 2014 Roundtable to share with businesses that would soon meet with on the New York Mission.
- Brokers mentioned new building spaces becoming available with tenants leaving and announced the arrival of key new tenants. City officials were previously unaware of some of these recent moves and appreciated the information to prepare for their arrival.
- Perhaps the key suggestion from the December 2014 roundtable involved a suggestion about the creation of a "New Tenant Checklist" that would inform new brick-and-mortar tenants in the City of the steps they need to take to do a build-out, etc. Months later, the Chamber met members of the Community Development Department to discuss implementing this suggestion.

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 Chamber currently invites about 30 brokers to these meetings.

**The total cost for this item is \$10,000. Cost breakdown is available in Attachment C.**

#### **IX. Updating of Beverly Hills Map**

The Chamber will continue to act as an assistant project manager overseeing the bi-annual production of an accurate Beverly Hills map that represents businesses in all commercial areas of the City. This map is 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.

Working in conjunction with the CVB and Trends Media, the Chamber ensures that businesses are accurately represented. The Chamber will serve in this role for the two editions of the updated map that come out in December and June. Overall, 25,000 maps are printed and distributed twice a year.

**The total cost for this item is \$5,000. Cost breakdown is available in Attachment C.**

## 2016 City of Beverly Hills Mayoral and City Council Installation

<b>Project Description:</b>	<p>The annual Mayoral and City Council Installation, held in March, is one of the City's signature events. The event features distinguished speakers and entertainment and culminates in the City Council's appointment of the new Mayor and Vice Mayor.</p> <p>The City is proposing to contract with the Chamber for the Chamber Events Manager to plan, execute and oversee the 2016 Installation event.</p>
<b>Timeline, Tasks, &amp; Deliverables:</b>	<p><b><u>July – August 2015</u></b>  <b>30 hours total</b></p> <ul style="list-style-type: none"> <li>• Post-2015 Installation recap and debrief activities</li> </ul> <p><b><u>January 2016</u></b>  <b>20 hours week x 4 weeks = 80 hours total</b></p> <ul style="list-style-type: none"> <li>• Schedule and manage meeting with key City staff who have supporting roles with event.</li> <li>• Work with City's Graphics Manager to design save-the-date evite to be emailed to City VIPs.</li> <li>• Work with City's Graphics Manager to design final invite to be mailed to City VIPs.</li> <li>• Utilize City admin support staff to finalize mailing labels, prepare and mail invites.</li> <li>• Work with City's Public Information Manager to coordinate speeches for outgoing Mayor, outgoing Vice Mayor, incoming Mayor, and incoming Vice Mayor.</li> </ul> <p><b><u>February 2016</u></b>  <b>20 hours week x 4 weeks = 80 hours total</b></p> <ul style="list-style-type: none"> <li>• Schedule and manage meeting with City staff to review roles/responsibilities prior to event.</li> <li>• Select caterer, event entertainment and work with City's Marketing Manager on vendor agreements.</li> <li>• Coordinate with City's Cable team on the outgoing Mayor's video.</li> <li>• Schedule City photographer for event.</li> <li>• Develop VIP parking list, VIP recognition list, and VIP seating chart; prepare seating cards.</li> <li>• Work with Public Information Manager to order incoming Mayoral scroll and frame and proclamations</li> <li>• Manage costs and expenditures to ensure they are within approved budget.</li> </ul> <p><b><u>March 2016</u></b>  <b>20 hours week x 4 weeks = 80 hours total</b></p> <ul style="list-style-type: none"> <li>• Coordinate internal staff and vendor walk-through of event site with Academy of Motion Picture Arts &amp; Sciences (AMPAS) staff.</li> </ul> <p><b><u>2 days prior to Event</u></b></p> <ul style="list-style-type: none"> <li>• Coordinate dry-run at City Hall and AMPAS; finalize event run-of-show.</li> <li>• Order meal for City staff to be delivered to AMPAS.</li> </ul> <p><b><u>Day of Event</u></b></p> <ul style="list-style-type: none"> <li>• Prep table of stage items (i.e. gavels, proclamations, etc.)</li> <li>• Conduct final run-through.</li> </ul>
<b>Est. Cost:</b>	270 hours total x \$108/hour = \$29,160 + \$5,000 Chamber overhead costs = <b><u>\$34,160 TOTAL</u></b>

**Beverly Hills Chamber of Commerce - Additional Initiatives Requested by City, FY 2015-16**

	Hard costs	EDD Director	EDD Director	Chamber Exec. Director	Chamber Exec. Director	Sponsorship & Events Manager	Sponsorship & Events Manager	Chamber Marketing Assistant	Chamber Marketing Assistant	Total Cost
		(hours)	(costs)	(hours)	(costs)	(hours)	(costs)	(hours)	(costs)	
<b>Timeline: July 2015 - June 2016</b>										
<b>Management of Mayor Retention Meetings</b>										
Coordination of 12 meetings including creation of printed materials, scheduling, researching attendees, etc.		72	\$10,800	32	\$6,720					\$17,520
Printing costs/light hospitality	\$500									\$500
<b>Subtotal</b>	<b>\$500</b>		<b>\$10,800</b>		<b>\$6,720</b>				<b>Subtotal</b>	<b>\$18,020</b>
<i>Option for six additional meetings</i>										
Printing costs/light hospitality	\$300	40	\$4,000	18	\$2,700					\$6,700
Category subtotals	\$300		\$4,000		\$2,700				<b>Option Subtotal</b>	<b>\$7,000</b>
<b>Total (with option)</b>										<b>\$25,020</b>
<b>Timeline: April 2016</b>										
<b>Sponsorship of Beverly Hills Tomorrow</b>										
Cost of Exclusive Presenting Sponsorship										\$30,000
<b>Benefits of Sponsorship:</b>										
30 Tickets to event										
City logo featured on all collateral and promotion										
Logo on all graphics, PR releases and website and event promotion										
City able to showcase merchandise at event										
City dignitaries can present proclamations and awards to speakers										
									<b>Total</b>	<b>\$30,000</b>
<b>Timeline: July 2015-June 2016</b>										

<b>Small Business Development Center</b>									
Annual cost of Services provided by SBDC									\$20,000
<b>Benefits of Partnership (&amp; Costs):</b>									
On-site Consultant twice monthly									
Monthly Seminars at Board Room									
Conf. Room Rental (Consulting Sessions & Seminars)									
Misc. Staff Administrative time									
								<b>Total</b>	\$20,000
<b>Timeline: Winter 2015 &amp; Summer 2016</b>									
<b>Broker's Roundtable</b>									
<b>Winter 2015 Roundtable</b>									
Meeting set-up and coordination		24	\$3,600	6	\$1,260				\$4,860
Minutes/supplies/refreshments	\$140								\$140
								<b>Subtotal</b>	\$5,000
<b>Summer 2016 Roundtable</b>									
Meeting set-up and coordination		24	\$3,600	6	\$1,260				\$4,860
Minutes/supplies/refreshments	\$140								\$140
								<b>Subtotal</b>	\$5,000
<b>Hour totals</b>		48		12					
<b>Category Subtotals</b>	\$280		\$7,200		\$2,520			<b>Total</b>	\$10,000
<b>Timeline: August - November 2015</b>									
<b>AmEx Small Business Saturday (Nov. 28, 2015)</b>									
Develop Social Media Marketing Platform						10	\$1,000	20	\$3,000
Create and produce marketing materials								20	\$2,000
Collateral production costs	\$400								\$400
Outreach to small business owners, distribution of collateral, follow through						20	\$2,000	20	\$4,000
Develop post-event impact report		2	\$300					3	\$600

<b>Hour totals</b>		2			30		63	
<b>Category Subtotals</b>	\$400		\$300			\$3,000		\$6,300
							<b>Total</b>	\$10,000
<b>Timeline: Fall 2015, Spring 2016</b>								
<b>Updating of Beverly Hills Map</b>								
Updating of Businesses in Beverly Hills (twice annually)		30	\$4,500				20	\$500
								\$5,000
<b>Hour totals</b>		30					20	
<b>Category Subtotals</b>			\$4,500					\$500
							<b>Total</b>	\$5,000
<b>Executive Summary (Additional Initiatives)</b>								
<b>Management of Mayor Merchant Meetings</b>	<b>\$18,000</b>							
<i>Option for six additional meetings</i>	<i>\$7,000</i>							
<b>Sponsorship of BH Tomorrow</b>	<b>\$30,000</b>							
<b>Small Business Development Center</b>	<b>\$20,000</b>							
<b>Small Business Saturday</b>	<b>\$10,000</b>							
<b>Broker's Roundtable</b>	<b>\$10,000</b>							
<b>Updating of Beverly Hills Map</b>	<b>\$5,000</b>							
<b>Grand Total</b>	<b>\$93,000</b>							
<b>Grand Total with Option for six additional retention meetings</b>	<b>\$100,000</b>							
<b>Legend (Hourly rate of Chamber staff)</b>								
Chamber Executive Director	\$210							
EDD Director	\$150							
Chamber Communications & Events Manager	\$100							
Marketing Assistant	\$25							