



AGENDA REPORT

Meeting Date: June 30, 2015
Item Number: E-11
To: Honorable Mayor & City Council
From: Megan Roach, Marketing & Economic Sustainability Manager (MR)
Cheryl Friedling, Deputy City Manager for Public Affairs
Subject: APPROVAL OF A FUNDING AGREEMENT BY AND BETWEEN THE CITY OF BEVERLY HILLS AND THE BEVERLY HILLS CHAMBER OF COMMERCE AND CIVIC ASSOCIATION FOR BUSINESS ATTRACTION AND RETENTION SERVICES FOR FISCAL YEAR 2015-2016; AND APPROVAL OF A PURCHASE ORDER IN A NOT-TO-EXCEED AMOUNT OF \$345,000 TO THE BEVERLY HILLS CHAMBER OF COMMERCE AND CIVIC ASSOCIATION FOR THESE SERVICES
Attachments: 1. Agreement

RECOMMENDATION

It is recommended that the City Council approve a funding agreement by and between the City of Beverly Hills and the Beverly Hills Chamber of Commerce and Civic Association for business attraction and retention services for Fiscal Year 2015-2016 and approve a purchase order in a not-to-exceed amount of \$345,000 for these services.

INTRODUCTION

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.

DISCUSSION

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 monthly business retention meetings.

The Liaison Committee recommended approval of the Chamber's work plan and funding request of \$345,000, which represents a 24% increase to the Chamber's funding agreement from the current fiscal year. This increase is largely due to new programs and initiatives designed to attract and retain new businesses to Beverly Hills.

On June 16, 2015, the City Council reviewed the Liaison Committee's recommendation and concurred with the majority of the work plan initiatives. Ultimately the Council opted to remove the management of the 2016 City Mayoral Installation event from the portfolio of services and instead utilize existing City staff. The balance of the Chamber's portfolio of services includes:

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.

Total Funding Request for New Initiatives = \$107,000

FISCAL IMPACT

The agreement with the Beverly Hills Chamber of Commerce and Civic Association for the above mentioned portfolio of services in the amount of \$345,000 will be funded from the General Fund, Business Development account 0101313, which contains a total budget of \$407,000.

Don Rhoads 
Finance Approval

Cheryl Friedling 
Approved By

Attachment 1

FUNDING AGREEMENT BY AND BETWEEN THE
CITY OF BEVERLY HILLS AND THE BEVERLY HILLS
CHAMBER OF COMMERCE AND CIVIC
ASSOCIATION FOR BUSINESS ATTRACTION AND
RETENTION SERVICES FOR FISCAL YEAR 2015-2016

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 for the benefit of City.

B. City and Chamber entered into an agreement for Fiscal Year 2014-2015 for the New York Business Attraction and Retention Mission and other business outreach services.

C. City desires to continue to engage the services of the Chamber to conduct services for Fiscal Year 2015-2016.

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. Fund Authorization/Use of Funds.

(a) For the Fiscal Year 2015-2016 (July 1, 2015 – June 30, 2016) ("Period"), City shall provide the Chamber from the City's General Fund for expenditures not to exceed \$345,000, for business attraction and retention programs for the benefit of City as detailed in Exhibit A, attached hereto and incorporated herein.

(b) Chamber shall use the funds from the City during the Period as specified in Exhibit A.

(c) In connection with Chamber's programs and activities, 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.

Section 2. Payments. Chamber shall submit written requests for advanced payments for expenditures based on the Chamber's adopted budgets under the Scope of Services and in the time-frame and amount set forth in Exhibit B. The City's Deputy City Manager, Public Information, is the delegated authority to revise the payment schedule in Exhibit B as long as the payment amount for July 1, 2015 through June 30, 2016 does not exceed \$345,000. City shall provide payment to the Chamber upon approval of the request by the City's Chief Financial Officer. City shall use its best efforts to make payment to Chamber within 15-days of receipt of request. Any monies not expended in Fiscal Year 2015-2016 shall be returned to the City.

Section 3. Reports.

(a) Prior to the conclusion of the Period, the Chamber shall submit a 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 goals in relation to Chamber's work plan and budget as set forth in Exhibit A, including the percentage of services completed and defined measurements of goal achievement for the Period.

(b) With reasonable notice from City, Chamber shall provide to City copies of any and all work product, documents reports, property and books produced by chamber in fulfillment of this Agreement ("Documents"). This shall be solely for the purpose of confirming and evaluating the execution of the programs described in this Agreement and shall not include records and documents unrelated to the execution of such programs (e.g., personnel records). Chamber's obligation to maintain such Documents shall continue for three years after the termination of this Agreement. This provision shall survive termination of this Agreement.

(c) Chamber shall establish and maintain an accounting system in accordance with generally accepted accounting principles and standards. The system shall detail all costs chargeable to City under this Agreement and shall substantiate all such costs, and comply with any applicable State and Federal standards.

(d) Chamber shall endeavor to develop, in consultation with City, a program-based budget for all City-funded programs. Implementation of a program-based budget is not intended to affect the requirements outlined in paragraph (d) of this Section relating to generally accepted accounting principles.

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.

(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 4 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. Personnel. Chamber represents that it has, or will secure at its own expense, all personnel required to perform the services under this Agreement. All personnel engaged in the work shall be qualified to perform such services. City shall approve all subcontractors used in the provision of services under this Agreement within five (5) business days of Chamber's submission and prior to their engagement by Chamber. Such approval shall not be unreasonably

withheld by City. Chamber, however, shall be solely responsible for the work performed by those third party contractors, including timely performance and payment

Section 8. Term. This Agreement shall remain in full force and effect from July 1, 2015 until June 30, 2016, unless terminated earlier as provided in Section 9 of this Agreement.

Section 9. Termination of Agreement. City may terminate this Agreement at any time, with or without cause, upon fifteen days (15) 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 10. 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, 9400 Santa Monica Boulevard, Beverly Hills, California 90210, 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 11. 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 to maintain insurance coverage, which meets all of the requirements of this Agreement unless otherwise determined by the City's Risk Manager.

(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 12. 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 13. 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 14. City Not Obligated to Third Parties. The City shall not be obligated or liable under this Agreement to any party other than Chamber.

Section 15. 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.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the ____ day of _____ 2015, at Beverly Hills, California.

CITY OF BEVERLY HILLS,
a municipal corporation

JULIAN A. GOLD,
Mayor of the City of Beverly Hills,
California

ATTEST:

(SEAL)
BYRON POPE
City Clerk

BEVERLY HILLS CHAMBER OF COMMERCE
AND CIVIC ASSOCIATION

ALEXANDER STETTINSKI
Executive Director

KELLY SCOTT
Board Chairman

APPROVED AS TO FORM:

LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

MAHDI ALUZRI
Interim City Manager

CHERYL FRIEDLING
Deputy City Manager for Public Affairs

KARL KIRKMAN
Risk Manager

Exhibit A

City shall provide funding to the Chamber of Commerce for the period of July 1, 2015 through June 30, 2016 for business attraction and retention programs services in the amount of \$345,000. The services to be provided by the Chamber to the City are set forth below.

Work Plan Component	Time Frame	Cost
I. New York Business Mission	Work occurs year-round (Mission is Oct. 26-29, 2015)	\$110,000
II. Local Marketing Initiatives: (a) Continuation of My Beverly Hills program (\$53k) (b) City-wide Restaurant Week (\$70k) (c) Hyper-local marketing campaign (\$19k)	Year-round	\$142,000
III. Monthly Business Retention Meetings (12 total)	Year-round	\$18,000
IV. Sponsorship of Beverly Hills Tomorrow	April 2016	\$30,000
V. Business Education with Small Business Development Center (SBDC)	Year-round	\$20,000
VI. Small Business Saturday Marketing Campaign	Nov. 28, 2015	\$10,000
VII. Commercial Broker Roundtable Meetings	Dec. 2015 and June 2016	\$10,000
VIII. Update the Beverly Hills Map	Updates in Fall 2015, Spring 2016	\$5,000
TOTAL		\$345,000

I. 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.

II (a). My Beverly Hills Program – 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.

II (b). 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.

II (c). 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.

III. 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.

IV. 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.

V. 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.

VI. 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.

VII. 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.

VIII. 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.

Attachment 1 to Exhibit A

Post - trip follow up	\$15,040					
Ongoing Follow-up and research	\$15,000					
Grand Total	\$110,210					
Legend (Hourly rate of Chamber staff)						
Chamber Board President	\$0	Note: Chamber Board President contributes 40 hours at no charge to the City				
Chamber Executive Director	\$210					
Chamber Controller	\$175					
EDD Director	\$150					
EDD Program Assistant	\$25					

2015-2016 Local Marketing Initiatives

Attachment B

	<i>Continuation of My Beverly Hills Program</i>	<i>Hyper-local Marketing Campaign</i>	<i>Restaurant Week</i>
Timeline: July 2015-June 2016			
Management of My Beverly Hills Program (committee management, website updates, newsletters, management of all other activities)	\$25,000	\$5,000	\$15,000
Social Media Marketing	\$5,000	\$1,000	\$3,000
Online & Print Advertising (Facebook, PPC, Courier, BH Weekly)	\$12,000	\$1,500	\$6,000
List Purchase/Email Blasts (Every other month)	\$3,000	\$2,000	\$4,000
Printed Marketing Collateral	\$3,000	\$1,500	\$7,000
Design, Printing & Installation of 100 Banners			\$25,000
Local Marketing Event - Area 1 (1st qtr)		\$2,000	
Local Marketing Event - Area 2 (2nd qtr)		\$2,000	
Street Team	\$5,000	\$3,000	\$6,000
Entertainment/Launch event		\$1,000	\$4,000
Total	\$53,000	\$19,000	\$70,000
Components of Local Marketing Initiatives			
Continuation of My Beverly Hills Program	\$53,000		
Hyper-Local Marketing Campaigns	\$19,000		
Production of Restaurant Week	\$70,000		
Local Marketing Initiative Total	\$142,000		

Benefits of Partnership (& Costs):									
On-site Consultant twice monthly									
Monthly Seminars at Board Room									
Conf. Room Rental (Consulting Sessions & Seminars)									
Misc. Staff Administrative time									
								Total	\$20,000
Timeline: Winter 2015 & Summer 2016									
Broker's Roundtable									
Winter 2015 Roundtable									
Meeting set-up and coordination		24	\$3,600	6	\$1,260				\$4,860
Minutes/supplies/refreshments	\$140								\$140
								Subtotal	\$5,000
Summer 2016 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 2015									
AmEx Small Business Saturday (Nov. 28, 2015)									
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

Hour totals		2				30		63	
Category Subtotals	\$400		\$300				\$3,000		\$6,300
								Total	\$10,000
Timeline: Fall 2015, Spring 2016									
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)									
Management of Mayor Merchant Meetings	\$18,000								
Sponsorship of BH Tomorrow	\$30,000								
Small Business Development Center	\$20,000								
Small Business Saturday	\$10,000								
Broker's Roundtable	\$10,000								
Updating of Beverly Hills Map	\$5,000								
Grand Total	\$93,000								
Legend (Hourly rate of Chamber staff)									
Chamber Executive Director	\$210								
EDD Director	\$150								
Chamber Communications & Events Manager	\$100								
Marketing Assistant	\$25								

Exhibit B

PAYMENT SCHEDULE

Unless otherwise agreed to by the City's Deputy City Manager, Public Information, invoices and payments shall be governed by the schedule below.

Funding Period (July 1, 2015 – June 30, 2016)				
	Chamber Remits Invoice to City	City Issues Payment to Chamber	Period Covered	Payment Amount
First Payment Installment - New York Mission (75%) - My Beverly Hills Program (25%) - Monthly Business Retention Meetings (25%) - Small Business Development Center (25%)	July 13	July 27	July – September, 2015	\$105,250
Second Payment Installment - S. Beverly Drive Campaign (50%) - Citywide Restaurant Week (25%) - My Beverly Hills Program (25%) - Monthly Business Retention Meetings (25%) - 1 st Broker Roundtable Meeting - Beverly Hills Map (50%) - Small Business Development Center (25%) - Small Business Saturday Campaign	September 7	September 28	October – December, 2015	\$67,250
Third Payment Installment - S. Beverly Drive Campaign (50%) - Citywide Restaurant Week (75%) - My Beverly Hills Program (25%) - Monthly Business Retention Meetings (25%) - Beverly Hills Map (50%) - Beverly Hills Tomorrow Sponsorship - New York Mission (25%) - Small Business Development Center (25%)	December 7	December 28	January – March, 2016	\$144,750
Fourth Payment Installment - 2 nd Broker Roundtable Meeting - My Beverly Hills Program (25%) - Monthly Business Retention Meetings (25%) - Small Business Development Center (25%)	March 7	March 28	April – June, 2016	\$27,750
TOTAL				\$345,000