



STAFF REPORT

Meeting Date: February 16, 2016
To: Honorable Mayor & City Council
From: Megan Roach, Marketing and Economic Sustainability Manager 
Subject: Presentation by the Next Beverly Committee on Status of Work Program
Attachments: 1. Committee Priorities
2. Letter from Beverly Hills Chamber of Commerce
3. Letter from Beverly Hills Conference and Visitors Bureau

INTRODUCTION

The Next Beverly Committee (previously named the 'Mayor's Committee of Next Generation Leaders') was established by Mayor Gold to create a forum for residents and business people to provide ideas to move Beverly Hills forward into the future.

On January 5, 2016, the City Council approved transitioning the Committee to a standing Council Committee with two Councilmembers assigned as liaisons (Mayor Gold and Vice Mayor Mirisch) and regularly scheduled meetings with agendas posted in advance. This report transmits a request by the Committee to provide an update on its current work program.

DISCUSSION

Since its inception last spring, the Committee has met eleven times and accomplished the following:

- ❖ Rebranded the Committee 'Next Beverly' with an adopted mission statement to guide its efforts.
- ❖ Completed a brainstorming exercise and prioritized eight areas of focus (included as Attachment No. 1 to the report).
- ❖ Created a framework for a street event (which was presented to the City Council last September) to achieve the first priority of nightlife/restaurants/entertainment. The Committee has refined the event proposal to present at today's meeting.
- ❖ Reviewed the current housing landscape in Beverly Hills and identified attractive housing elements for young professionals, as well as current constraints, to summarize in a white paper to share with Council at a future meeting.

The Next Beverly Committee continues to meet twice monthly to develop ideas for the eight priority areas of focus. The Committee has refined the original block party event concept in an effort to be inclusive, to educate the community and to highlight the younger generations of residents and business people in Beverly Hills. Following direction from the City Council at the September 10, 2015 meeting, the event proposal now includes strategic partnerships, outreach strategies to the business and residential communities and a reduced event budget.

The Committee shared the event proposal with the Beverly Hills Chamber of Commerce and Beverly Hills Conference and Visitors Bureau and both organizations have provided letters of support for the event (included as Attachments No. 2 and 3 to the report). In addition, the Chamber of Commerce wishes to redirect \$19,000 in funding from the City that was previously allocated for a S. Beverly Drive marketing campaign and instead direct the funding for the block party event to demonstrate their support and partnership.

Next Beverly Launch Festival: A Community Block Party Event

Location & Date

After researching several potential locations for the event, the Committee recommends the event be held on the 200 block of S. Beverly Drive on Saturday, April 9, 2016 from 6:00 – 10:00pm. The date was intentionally selected to be the finale of Beverly Hills Culinary Week put on by the Beverly Hills Chamber of Commerce. Committee representatives also met with staff from the City’s Police, Fire, Traffic, and Public Works Departments to review the proposed event location and discuss strategies to minimize traffic and parking impacts and to ensure pedestrian safety. The Committee also reached out to businesses on S. Beverly Drive to seek their support and participation in the event. Currently twenty businesses have signed on to support and/or participate in the event and the Committee will continue its outreach efforts.

Estimated Costs

Description	Cost Estimate
City street closure permit fee	\$7,000*
Traffic control, fire, public works, trash services	\$5,000
Event coordinator to plan and organize event	\$15,000
Entertainment (band or DJ)	\$8,000
Event elements (signage, booths, lighting, restrooms)	\$20,000
Subtotal	\$55,000
<i>Chamber Funding Redirect to Support Event</i>	<i>(\$19,000)</i>
TOTAL	\$36,000

*City Council may waive permit fee.

FISCAL IMPACT

The community block party event is estimated to cost \$55,000. Should the City Council waive the street closure permit fee of \$7,000 and approve the Chamber’s funding

redirect of \$19,000, the total event cost would be \$29,000. Funding is available in the Fiscal Year 2015-16 Policy and Management Department budget.

RECOMMENDATION

Staff recommends that the City Council:

1. Provide feedback on the Next Beverly Committee's work program; and
2. Provide direction on the proposed community block party event including the event date, location and budget.

Cheryl Friedling 
Approved By

Attachment 1



Next Beverly Committee

Prioritized Areas of Focus

1. **Nightlife/Restaurants/Entertainment** (*special events held in the evening and restaurants with notable celebrity chefs that are open past 10:00pm*)
2. **Next Gen Housing** (*housing that is appealing and affordable for younger working professionals*)
3. **Community Engagement** (*engagement tools that cater to a younger demographic such as enhanced social media and online channels*)
4. **Family-Friendly Activities** (*more family friendly activities held throughout the year like the Concerts on Canon*)
5. **Jobs** (*diverse and well-paying jobs for younger individuals*)
6. **Homelessness/Panhandling*** (*solutions for homelessness and aggressive panhandling*) *City staff shared information about the new ambassador program
7. **Dog Park** (*a dedicated dog park in Beverly Hills*)
8. **Safety and Emergency Preparedness** (*enhanced emergency preparedness programs for community members to become involved in*)

Attachment 2



**BEVERLY HILLS
CHAMBER OF
COMMERCE**

Expertise • Presence • Relationships

January 28, 2016

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA, 90210

Honorable Mayor & Members of the City Council:

This letter is intended to indicate the Chamber's support for the Mayor's Next Generation Leaders Committee (aka "Next Beverly").

Next Beverly is a committee of talented young leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic and civic needs, and to inspire them to make Beverly Hills a better place for all. This is an important group intended to enhance the relevance of the city to a younger generation.

The Chamber would also like to voice its support for a possible launch festival for Next Beverly in early 2016 on South Beverly Drive. This event would target 25 to 45 year-old Beverly Hills residents with an expected crowd of between 200-500 attendees.

The Chamber is eager to work with the City and all of its partners to make Next Beverly a success.

Thank you for considering our request.

Sincerely,

Todd Johnson,
Chief Executive Officer

Attachment 3



CONFERENCE &
VISITORS BUREAU

Love Beverly Hills

January 26, 2016

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA, 90210

Honorable Mayor and Members of the City Council:

This letter is intended to indicate the Beverly Hills Conference & Visitors Bureau's (BHCVB) support for the Mayor's Next Generation Leaders Committee (aka "Next Beverly").

Next Beverly is a committee of talented young leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic and civic needs, and to inspire them to make Beverly Hills a better place for all. This is an important group intended to enhance the relevance of the city to a younger generation.

BHCVB would also like to voice its support for a possible launch festival for Next Beverly in early 2016 on South Beverly Drive. This event would target 25-45 year old Beverly Hills residents with an expected crowd of between 200-500 attendees. It is important that this program be developed in line with the findings of the Future of Luxury trend report just produced by BHCVB.

BHCVB is eager to work with the City and all of its partners to make Next Beverly a success.

Thank you for considering our request.

Sincerely,

Julie Wagner
Chief Executive Officer
Beverly Hills Conference & Visitors Bureau