



**CITY OF BEVERLY HILLS
STAFF REPORT**

Meeting Date: March 4, 2008
To: City Council
From: Alison Maxwell, Director Economic Development and Marketing 
Subject: Conference and Visitors Bureau and Chamber Economic Development Division Mid-year Progress Reports
Attachments: 1. 2007-2008 Scope of Services between the City and the Chamber of Commerce for Conference and Visitors Bureau and Economic Development Division
2. Conference and Visitors Bureau Mid-year Report
3. Chamber Economic Development Division Mid-year Report

INTRODUCTION

The Chamber of Commerce will provide the Council with a mid-year report on the programs and activities provided under contract with the City for the Conference and Visitors Bureau (CVB) and the Economic Development Division (EDD).

DISCUSSION

The Chamber of Commerce manages a range of marketing and economic development programs via two principal contracts with the City: the Conference and Visitor's Bureau (CVB) and the Chamber's Economic Development Division (EDD).

In 2004-2005 the City and its economic development partners embarked on a three-year budget planning process. This was in recognition of the need for better planning and program focus and to provide an element of security to key programs that needed long lead times, such as media buys and special event preparation. July 2007 marked the first of the next three year funding commitment.

As part of this new fiscal year, the Chamber at the City's request has begun to address performance measures – just as the City has with its own programs and projects. Part of this enhanced project management includes providing the City Council with a presentation of a mid-year progress report, in addition to the written quarterly reports already provided to staff.

In addition to this, City Council has requested staff to undertake a performance audit of City funded programs managed by the Chamber of Commerce. Staff will report to the

Performance Audit Ad Hoc Committee (Vice Mayor Brucker and Council Member Briskman) later in March.

Attached to this report are copies of the Exhibit A (Scope of Service) from the City's agreements for service with the Chamber of Commerce for CVB and EDD programming. Also attached are the Chamber of Commerce mid-year reports for these programs.

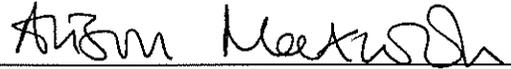
FISCAL IMPACT

None

RECOMMENDATIONS

Receive presentation and accept reports

Approved by:



Alison Maxwell, Director Economic
Development and Marketing

Exhibit A
Scope of Service and Budget
Beverly Hills Conference and Visitors Bureau

Exhibit A
Scope of Service and Budget
Beverly Hills Conference and Visitors Bureau

Fiscal Year: July 1, 2007 – June 30, 2008

The City shall provide funding to support the activities and programs outlined in this Scope of Services. Additional services and funding may be added to this scope or budget in accordance with the terms outlined in Section 1. of this Agreement.

Contents:

- a. Mission
- b. Scope of Work
 - i. Product Development
 - ii. Branding
 - iii. Consumer Programs
 - iv. Trade Programs
 - v. Media Relations
 - vi. International Representation
 - vii. Special Programs
- c. Goals
- d. Core Strategies and Tactics
- e. Programming and Funding Detail

I. Conference & Visitors Bureau
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A. Mission

Beverly Hills Conference & Visitors Bureau is dedicated to enhancing the economic vitality of Beverly Hills through destination marketing, targeting consumers, trade and media in key markets throughout the US and internationally. The CVB's primary marketing efforts focus on incremental business requiring an overnight stay. In addition, the CVB strives to enhance the overall visitor experience for both hotel guests and day visitors.

B. Scope of Work

i. Product Development

The CVB will continue to "package" Beverly Hills through user-friendly itineraries based on themes/interests. The product line will be accessible electronically and in CVB publications, and will be distributed to trade and pitched to media.

The CVB will continue to focus on product issues that hinder the visitor experience, such as tour bus loading/unloading and parking. Lastly,

opportunities to expand and improve existing product, such as the Beverly Hills trolley, will be examined in conjunction with the City.

ii. Branding

Following the brandprint established for Beverly Hills, the CVB will continue to serve as the destination brand steward in conjunction with the City. An identity package and brand guidelines will be developed in the fall of 2007 to ensure that the brand is properly portrayed.

iii. Consumer Programs

Advertising

The CVB's *Love, Beverly Hills* advertising campaign will continue over the next three years, with a photo shoot scheduled in FY 08-09 to keep the campaign fresh. The CVB will continue to leverage a variety of components - public relations, direct mail, e-communications - to broaden the campaign and maximize the return on investment. BHCVB will look for unique value-added components through advertising partners, as well as opportunities to utilize tactical efforts, to promote softer periods. Emerging media and search engine optimization will be critical areas of development over the next three years.

Website

The CVB website will be a priority for FY 07-08 and beyond. A place holder from M&C Saatchi is attached; however, the CVB will go through a formal RFP process at the start of the next fiscal year.

Collateral and Fulfillment

The Conference & Visitors Bureau, in the past, has produced annual destination collateral ranging from magazines to brochures to maps. To ensure up-to-date information is accessible at all times, while reducing the rising costs associated with collateral development, production, storage and shipping, BHCVB will look to reduce collateral and house all information online going forward. In FY 07-08, the CVB collateral will continue to reflect the *Love, Beverly Hills* campaign, with a variation of Beverly's "little brown book" and a teaser walking map highlighting the top things to see and do in Beverly Hills. For future years, the CVB will develop a comprehensive plan for collateral in conjunction with web development.

The CVB's fulfillment house, Infox, handles the storage and shipping of brochures to visitors and trade partners. In addition, Infox maintains the CVB's consumer database.

Visitor Services

The CVB's FY 06-07 goals include the establishment of a definitive plan for visitor services in line with the proposed Visitor Center, and taking into account the CVB's Ambassador and Ambassadors, visitor kiosks, and additional on-site touch points. The implementation of this plan will be a major focus over the next few years, with a Beverly Hills Visitor Center as the cornerstone. The objectives of the Visitor Center would be as follows:

- Increase length of stay for day visitors (prevent Beverly Hills from becoming a drive-through destination)
- Increase visitor satisfaction
- Encourage repeat traffic
- Generate revenue from Beverly Hills branded items and other signature souvenirs

The above objectives should result in increased visitor expenditures in the City.

The strategy behind the Visitor Center is as follows:

- Provide a "starting point" for all visitors to Beverly Hills to acquaint them with City offerings, showcasing all there is to do in Beverly Hills, beyond Rodeo Drive
- Handle inquiries, distribute information, and assist with shop/dine/stay requests
- Position the Visitor Center as an actual visitor attraction by incorporating a photo gallery and history of Beverly Hills with "artifacts"
- Expand Walk of Style by creating a visitor experience; showcase designers in a Walk of Style gallery
- Retail outlet for signature Beverly Hills items
- Outlet for trolley tour tickets

The Bureau would look to hire Visitor Center staff that could assist with tours for visiting journalists and trade partners, streamlining the current Ambassador program. Additionally, conference services (on-site registration for groups at hotels, assistance with check-in at charity events, etc.), currently booked by CVB staff and carried out by Ambassadors, could operate through the Visitor Center.

Lastly, the CVB will work with the City to explore options such as touch-screen kiosks to ensure that visitor-friendly information is available throughout Beverly Hills.

Research

In 2004, BHCVB contracted for an Economic Impact Study to provide a more comprehensive review of the economic contributions and visitor demographic and trip behavior characteristics of the City's tourism industry and its visitors. In March 2007, research for the

second Economic Impact Study began and will be carried out throughout the year. Results will be available in early 2008. A third study is slated to commence in 2010.

iv. Trade Programs

Sales Missions

To ensure that Beverly Hills remains top-of-mind in New York, which is the primary feeder market for Beverly Hills hotels, BHCVB will continue to conduct its annual sales mission to New York in the fall. On the international front, BHCVB will conduct sales missions to key overseas markets, namely the United Kingdom, Mexico, Japan and Australia, on a rotational basis throughout the three-year period.

Trade Shows

The Travel Industry Association's annual Pow Wow is the premiere international marketplace and presents the opportunity to conduct business with trade and media. In 2008, Pow Wow will take place in Las Vegas and the CVB will again participate with partners.

Local Sales Calls and Outreach

To complement international outreach, BHCVB conducts local sales calls on Los Angeles-based wholesalers and receptive operators in addition to hosting an annual New Year's dinner in conjunction with hotel partners. The sales calls take place to the CVB's top 10 accounts on a quarterly basis.

Familiarization Trips

BHCVB will continue to conduct familiarization trips to showcase Beverly Hills to targeted trade partners. In addition, the CVB also participates in many familiarization trips initiated by travel partners (i.e. California Tourism, airlines). The goal for 07/08 is one organized trade fam per quarter.

v. Media Relations

Public Relations – BHCVB will continue to retain Weber Shandwick as its public relations agency. The three year plan will be provided to the City.

vi. International Representation

For 07/08, BHCVB will continue its UK representation through CITM, providing BHCVB with a UK base to ensure a local and consistent point of contact for both trade and media. In 07/08, CITM will represent Beverly Hills at California Tourism's World Travel Market kick-off, a film premiere for trade and media. In addition, CITM will make sales calls and presentations, conduct training sessions for travel trade, reach out to media, and identify business

opportunities and leads. BHCVB will also continue its relationship with Marketing Garden as part of California Tourism's representation in Japan. Marketing Garden targets both trade and media and will continue to represent Beverly Hills at JATA World Tourism Congress & Travel Fair (the largest trade show in Japan) as well as conducting sales calls on behalf of the CVB. Representation in other key markets such as Mexico and Australia, and emerging markets such as China, will be explored over the next few years.

vii. Special Programs

Holidays

BHCVB will again spearhead the holiday efforts for 2007, working with a steering committee to carry out year two of a three-year plan for an all-encompassing holiday experience that is focused, maximizes resources and is capable of evolving into an annual tradition. The holidays present an opportunity to build Beverly Hills' brand future and strengthen the City's positioning as the preeminent luxury shopping destination.

The City will provide additional funding over and above the base of this contract for the expressed purpose of funding holiday marketing efforts. The amount for this program is anticipated to be approximately **\$100,000**, with final program details to be discussed and agreed by the City.

Westside CVB Alliance

The CVBs of Beverly Hills, West Hollywood, Santa Monica and Marina del Rey have joined together to position and promote the Westside of Los Angeles. Collaborative programs include the westla.com website, joint familiarization trips, co-operative advertising in international markets, and multi-destination itineraries.

C. Goals

- i. Continue to brand Beverly Hills
- ii. Increase visitor arrivals
- iii. Increase tourism revenue in Beverly Hills
- iv. Increase length of stay for day visitors
- v. Continue to improve visitor satisfaction

D. Core Strategies and Tactics

- viii. Market overall destination experience/provide foundation
- ix. Focus on incremental business
- x. Drive overnight stays

- xi. Target leisure market
- xii. Leverage tactical offers during “need” periods
- xiii. Provide consistent messaging as the cornerstone of all efforts:
 - o Walkable
 - o Accessible
 - o Safe
 - o Various Price Points
 - o Variety of Experiences
 - o Celebrity Glamour/Feel like a Star
 - o Luxury Capital
- xiv. Differentiate Beverly Hills from competition through branding/unique selling points
- viii. Pursue partnerships and cooperative marketing opportunities
- ix. Utilize ongoing research to fine-tune efforts

E. Programming and Budget Detail

Funding and budgets in this section represent an outline of the total cost of program funding including staff and overheads and are subject to adjustment in the course of the program year without consultation with the City. Significant changes in programming or budget allocation will be discussed with the City in advance of making such changes; such changes will not necessarily trigger an amendment to this Agreement.

#	Program Description	Supports Goals	07/08 Total Budget Request with Operations
1.	Product Development -User-friendly packages, themes, pitches -Labor intensive	3, 4, 5	\$75,000
2.	Branding -Phase two of M&C Saatchi study	1	\$21,500
3.	Advertising -M&C Saatchi retainer -Creative fees -Media buy as detailed in plan	1, 2, 4	\$595,000
4.	Website -Redesign and upgrades -“Replacement” for collateral -Online mapping	1, 2, 4	\$135,000
5.	Collateral/Fulfillment -Consumer brochures -Shipping of materials	2, 4, 5	\$170,000
6.	Visitor Services	3, 4, 5	\$130,500

#	Program Description	Supports Goals	07/08 Total Budget Request with Operations
	-To be detailed once plan is finalized		
7.	Research -50% of 2007 Economic Impact Study (the initial 50% paid for in 2006/07 fiscal year) -50% of 2010 Economic Impact Study (the remaining 50% will be paid for in 2010/11 fiscal year)	2, 3, 4, 5	\$60,000
8.	Sales Missions -New York Sales Mission -Mexico Sales Mission -Australia Sales Mission -Trade event, media event, targeted sales calls	2, 4	\$190,000
9.	Trade Shows -TIA's Pow Wow -Display costs for booth	1, 2, 3, 4	\$80,000
10.	Local Sales Calls/Outreach -New Year's dinner for Japanese wholesalers -Local sales calls	2, 3, 4	\$25,000
11.	Familiarization Trips -Costs associated with hosting trade partners -Labor intensive	2, 4	\$97,000
12.	Public Relations -Weber Shandwick retainer -Programming as detailed in plan -Clipping service	1, 2, 3, 4	\$222,000
13.	International Representation -CITM in UK -Marketing Garden in Japan -Funding for in-market programs	2, 3, 4	\$90,000
14.	Special Programs -Holidays -Westside CVB Alliance	1, 2, 3, 4, 5	\$175,000 \$20,000
	TOTAL:		\$2,136,000*

*Base Funding: \$2,036,000

Additional Holiday Marketing estimate: \$100,000

Exhibit A
Scope of Service and Budget
Economic Development Division

Exhibit A
Economic Development Division

a. Mission

The mission of the Economic Development Division (EDD) is to support, promote and advocate for the businesses of the City of Beverly Hills. The mission includes identifying and resolving obstacles and challenges impeding business growth and prosperity, in order to retain and support existing businesses. EDD also works to identify appropriate businesses that would benefit the City and its financial base and to attract those businesses to locate into the City of Beverly Hills. Emphasis is placed on businesses that add special value to the City, such as flagship stores, businesses that cater to our unique market, are synergistic with the existing businesses and services or that fill a niche that would strengthen the economic environment but is currently unfilled.

b. Scope of Work

- i. Economic Development
- ii. Advocacy
- iii. Research, Education & Information Exchange

c. Goals

1. Promote, retain and attract business in Beverly Hills, with particular emphasis on retail and restaurant segments, and focus on attracting appropriate nightlife;
2. Maintain and improve the pro-business climate in the City;
3. Advocate for business on legislative issues that impact them.

Core Strategies and Examples of Tactics

A. Promote and retain business in Beverly Hills, with particular emphasis on retail and restaurant segments, and focus on attracting appropriate nightlife;

1. Strengthen and expand business outreach to existing and prospect companies; Attract businesses that are beneficial to the existing economic environment

New York Retail Sales/Outreach Missions:

- Due to the success of this program, the EDD expanded its traditional annual New York Sales mission to semi-annual trips. The purpose of the New York mission is two-fold: (1) Retention and (2) Recruitment.
- The principal mission will take place in October 2007 and will consist of: a) a luncheon meeting with principal retail executives and CEO's with the objective of providing information critical to their needs and engaging them in constructive dialogue of issues that are important to each b) individual retention meetings with executives to develop closer relationships and better understand the needs of individual businesses c) a selected number of business

outreach visits to potential retailers. Based on feedback and review of 2006, the 2007 objective will be focused more on the retention efforts.

- In spring of 2008, staff level meetings are held in NY as follow-up and further development of the corporate relationship.

Business Attraction Strategy/Economic Development Plan:

EDD will research and develop, in cooperation with the City, a business attraction strategy. The purpose of the study will be to inform and educate the City/Chamber on the best approaches and tactics for business attraction in this unique City. City has indicated this is a priority and will provide funds to retain a consultant to assist in the development of this project. Chamber and City will negotiate costs and direction of project once a project scope is defined. As this plan needs to correlate with the City's planned attraction strategy, Chamber EDD will outline a rudimentary timeline by January 2008.

Business Visitation and Outreach Program:

The EDC manages a Business Visitation Program which entails conducting interviews and surveys of Beverly Hills employers in order to ascertain their concerns and issues. In 2006, the EDD and Chamber CEO conducted outreach meetings focusing on the entertainment industry.

- In 2007-2008 EDD plans continue and develop this program in 2007 in coordination with City. EDD anticipates undertaking 2 or more business outreach meetings over the course of the next twelve month period, focusing on entertainment and/or retail businesses. On an as needed basis EDD may also survey certain business segments on significant issues. It is anticipated that at least 2 surveys will completed in 2007-2008.

Responses to Incoming Inquiries by Businesses:

- The EDD staff regularly and frequently responds to telephone and written requests for information about locating, maintaining, and starting a business in Beverly Hills.

Website/Business Attraction and Retention Vehicles:

- EDD plans to update and reconfigure the website in the following ways:
- Information will include economic and demographic data and other relevant facts and information geared to demonstrating the benefits and attractions for siting a business in Beverly Hills, etc. Information will include an "Opening a Business Guide" to starting and operating a business in the City.

- EDD will work closely with City as it develops its site to ensure coordination and consistency; including working within the parameters of the new Brand Print.

B. Maintain and improve the pro-business climate in the City

1. Work with City Staff and leadership to identify, minimize and remove obstacles to starting, maintaining and growing business in Beverly Hills;

Merchants' Association Support

The work program includes plans to educate and work with the merchants of Beverly Hills to determine if there is support for creating Business Improvement Districts. The purpose would be to ultimately upgrade the value of the specific retail area, resulting in an increased amount of retail sales tax. Potential areas that may support the creation of a BID would be the South Beverly Drive area, Rodeo Drive and the commercial triangle, Canon street merchants and Little Santa Monica merchants. This programming includes the South Beverly Merchants Coalition. The EDD will hold at least 2 meetings in 2007-08 with stakeholders to discuss creation of BID(s) in Beverly Hills.

Business Improvement Districts

In order to better assist the business community in its deliberations on the possible development of a BID or BIDs in the City, the Chamber anticipates the need to utilize a BID consultant. As this program develops, the Chamber will work with the City on the hiring, management and funding for such a Consultant.

Economic Development Council

The Economic Development Council is comprised of leaders in Beverly Hills who have a stake in maintaining and promoting Beverly Hills as the premier site for high-end and successful businesses to locate. Through the EDC we collect and provide the latest information on business activity, challenges and successes that impact the City. Using this information, the EDC develops and implements programs, events and activities that support, sustain and champion the Beverly Hills business community. During the 2007- 2008 fiscal year, EDC is expected to hold 10 meetings, plus the Economic/Luxury Summit event.

2. Serve as the "Voice of Business" for the Beverly Hills business community and the Chamber of Commerce membership

Business Town Halls: The EDD will coordinate as needed ad hoc City-wide Town Hall meetings to provide a forum for the business community to learn about issues that impact them and to provide feedback and input to the City. As a corollary to the Town Halls, when needed, the EDD will conduct city-wide surveys of the business community to determine their positions of relevant issues. Using the information collected in these surveys and Town Halls, the EDD

presents to City Council the positions and opinions of the business community and advocates on their behalf. The EDD anticipates holding at least one Town Hall meeting in 2007-08 (these meetings are as-needed).

The Government Affairs Committee (GAC): The GAC meets regularly to bring together business leadership to learn about economic development and legislative challenges to business growth and prosperity. With the support of the GAC, the EDD staff has developed and maintains relationships with local state and federal legislators in order to advocate and provide input on legislative issues that impact the business community. Through GAC, the EDD also functions as a liaison between the business community and other regional political entities and Chambers of Commerce. The EDD will hold at least 10 GAC meetings in 2007-08.

Ongoing Advocacy on behalf of Business Community: The EDD serves as the advocate for the business community and Chamber membership on a variety of issues that impact business. Past issues include a proposal to install granite sidewalks, various development projects, the General Plan Revision, the proposed smoking ordinance, and more.

3. Collect, analyze and provide for public dissemination relevant and useful data on the economic and business climate in Beverly Hills

The Annual Economic Summit: This luncheon provides an educational experience for businesses and is an opportunity to hear from very high-level speakers about business trends. This historically well-attended event brings together disparate members of the business community to hear about economic trends that impact Beverly Hills and its economy. In 2007, the Economic Summit will focus on the "Luxury market", trends and forecasts. The event is scheduled to be held March 4, 2007 and in addition to the traditional forecasts and discussion of general economic data, panelists will discuss specific areas related to the consumer trends in luxury purchasing, retailers' forecasting and new strategies in marketing and economic data specifically tracking the "luxury market". We expect to grow the event attendance from 400 in 2006, with a 10% increase to 440 in 2007.

Retail Shopper Study: For the first time in 2006-07, the EDD contracted with a market research firm to conduct an analysis of Beverly Hills commercial activity. The survey produced a wide range of relevant information about shopping and spending behavior by Beverly Hills residents and visitors living within Los Angeles County and determined the impact of that spending on the local economy. This important and valuable survey will be conducted on at least a three year basis in order to compare benchmarks and to provide useful tracking data for the success of Beverly Hills as a retail location.

d. Programming and Funding Detail

#	LINE ITEM	DESCRIPTION	SUPPORTS GOALS	'07-'08 TOTAL BUDGET REQUEST WITH OPERATIONS
1	Business Attraction Efforts and Outreach Strategy	<ul style="list-style-type: none"> - New York Missions - Business Visitation and Outreach Program - Responses to Incoming Inquiries by Businesses - Website 	1, 2	\$125,000
2	Business Retention: Support for Businesses with an established presence in Beverly Hills	<ul style="list-style-type: none"> - Merchants Association Support/SoBev Merchants Group - Economic Development Council - Ongoing Advocacy on behalf of the Business community/Service as liaison to the City Planning, Zoning, etc. staff - Government Affairs Committee 	1, 2, 3	\$346,772
3	Research and Data Collection and Dissemination	<ul style="list-style-type: none"> - Buyer Behavioral Study - Economic Summit - Business Town Halls/Business Surveys 	1, 2, 3	55,000
Total				\$526,772.*

*This number, \$526,772.00, represents \$426,771.90 as contributed by the City, and \$100,000.00 represents EDC dues collected by EDD.

Estimated Budgets for Project Specific Services

These projects will be developed in coordination with the City and the scope and final budget outlined in a letter agreement.

#	Program Description	Supports Goals	Forecasted Funding Requirements
1	Development of a Business Retention Economic Development Plan –	1,2	\$10,000-\$15,000
2	Business Improvement District Consultant	1,2	\$10,000-\$20,000



**Beverly Hills Chamber Of Commerce
Economic Development and
Government Affairs Division**

Presentation to City Council

March 4, 2008

What is Economic Development?

Economic Development is often defined as the creation and retention of jobs and businesses; promoting business growth and prosperity.

What is Government Affairs?

Government Affairs is the interaction of government with its constituents, monitoring legislation, educating constituents and stakeholders and facilitating communication between government and its constituents.



Community Value of Economic Development and Government Affairs

- Commercial land uses usually generate higher tax revenues to municipal governments. 73 percent of Beverly Hills revenue is generated from business land uses. *
- Employees generate significant tax dollars through in-city spending.
- Constituents more willingly support government when they have an opportunity for representation
- Laws are often improved when decision-makers learn from those affected
- When businesses feel more appreciated, there is greater commitment to their community

**Beverly Hills Economic Profile:*

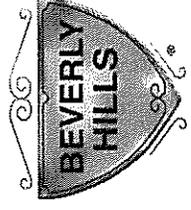
Sharpening the Competitive Edge, MBIA Municipal Services, 2006



***Beverly Hills Chamber of Commerce
Economic Development and
Government Affairs Division***

Mission:

- Support, promote and advocate for businesses in the City of Beverly Hills
- Attract new businesses to Beverly Hills
- Retain existing businesses in Beverly Hills
- Assist businesses in overcoming obstacles which impede their ability to succeed



***Beverly Hills Chamber of Commerce
Economic Development and
Government Affairs Division***

Goals:

1. Promote, retain and attract business in Beverly Hills, with particular emphasis on retail and restaurant segments, as well as entertainment companies/talent agencies, and focus on attracting appropriate nightlife
2. Maintain and improve the pro business climate in the City
3. Advocate for business on legislative issues that impact them





***Beverly Hills Chamber of Commerce
Economic Development and
Government Affairs Division***

Scope of Work:

- Economic Development
- Advocacy
- Research, Education & Information Exchange

Beverly Hills Chamber of Commerce Economic Development and Government Affairs Division

Strategies for 2007 – 2008

- Promote and retain business in Beverly Hills, with particular emphasis on retail and restaurant segments, and focus on attracting appropriate nightlife
- Maintain and improve the pro-business climate in the City
- Collect, analyze and provide for public dissemination relevant and useful data on the economic and business climate in Beverly Hills
- Develop contemporary knowledge of the business environment and needs of the community



***Beverly Hills Chamber of Commerce
Economic Development and
Government Affairs Division***

Accomplishments First Half of FY 2007-2008

- Successful mission to New York in October 2007: included 11 individual visits and close to 30 senior executives at the annual Mayoral Executive Luncheon
- Continuing to work with SoBev merchants to discuss forming a Business Improvement District
- Completion of Buyer Behavioral Study and Presentation to New York Executives
- Presented first-ever Beverly Hills Luxury Summit



Beverly Hills Chamber of Commerce Economic Development and Government Affairs Division

Accomplishments First Half of FY 2007-2008 (Continued)

- SoBev participated on the City-wide Holiday Committee: South Beverly Drive decorated with holiday lights, music and hosted holiday entertainment
- Advocacy on behalf of the business community: two Chamber-wide surveys on parking and potential nightlife
- Launching Everyescape Virtual Tour, will allow Web visitors to “tour” the streets of Beverly Hills
- Researching Chamber/EDD Web re-design with enhanced functionality and database integration
- Economic Development Council Meetings and Government Affairs Committee meetings: dialogue on important timely issues of concern



Goals	Programming	Accomplishments
<p>Business Attraction Efforts and Outreach Strategy</p>	<ul style="list-style-type: none"> ■ New York Missions ■ Business Attraction Strategy ■ Business Visitation and Outreach Program ■ Responses to Incoming Inquiries by Businesses ■ Website 	<ul style="list-style-type: none"> ■ October 2007: Hosted 30 at Luncheon; 11 individual visits ■ Business Attraction Timeline created ■ Met with Tom Ford, Gonpachi, Todd English, Fraiche restaurant, Sam Nazarian/SBE Entertainment, among others ■ Website redesign & upgrade with full database integrated & targeted kickoff April 2008
<p>Business Retention: Support for Businesses with an established presence in Beverly Hills</p>	<ul style="list-style-type: none"> ■ Merchants Association Support/SoBev Merchants Group ■ Economic Development Council ■ Ongoing Advocacy on behalf of the Business community/Service as liaison to the City Planning, Zoning, etc. staff ■ Government Affairs Committee 	<ul style="list-style-type: none"> ■ More than 10 SoBev meetings held including 2 with property owners; outreach to new businesses ■ Monthly EDC Meetings ■ Ongoing responses and services on request to business community ■ GAC Meetings Monthly
<p>Research and Data Collection and Dissemination</p>	<ul style="list-style-type: none"> ■ Buyer Behavioral Study ■ Economic Summit ■ Business Town Halls/Business Surveys 	<ul style="list-style-type: none"> ■ Buyer study presented to New York Executives October 2007 ■ Luxury Summit March 4, 2008 ■ Parking Survey conducted October 2007; Nightlife Survey conducted February 2008 ■ Townhall on General Plan February 21, 2008

***Thank you for the opportunity to serve the
City of Beverly Hills!***



**BEVERLY HILLS
CONFERENCE & VISITORS BUREAU**

**Presentation to City Council
March 4, 2008**



Beverly Hills Conference & Visitors Bureau

CVB OVERVIEW

- What is a CVB?
 - A not-for-profit umbrella organization charged with representing a specific destination
- What does a CVB do?
 - Help the long-term development of communities through a travel and tourism strategy
 - Function as the destination marketing and management organization
 - Solicit and service all types of travelers, whether they visit for business, pleasure or both
 - Bring together businesses (i.e. hoteliers, car rental agencies, retailers, restaurateurs) that rely on tourism revenue
 - Serve as an official point of contact for media, travel trade and visitors
- What user benefits does a CVB provide?
 - Unbiased information about a destination's services and facilities
 - A one-stop shop for local tourism interests
 - Most services do not cost user



COMMUNITY VALUE OF A CVB

- Tourism enhances the quality of life for a local community
 - brings in tax dollars for improvement of services and infrastructure
 - attracts facilities (i.e. restaurants, shops, events and festivals that cater to both visitors and locals)
 - provides jobs
- Tourism is one of the world's largest service exports and largest employers
 - In 2006, domestic and international travelers spent \$700 billion in the U.S. This generated 7.5 million jobs, \$178.1 billion in payroll income, and \$109.9 billion in tax revenues for federal, state and local governments.
- Tourism is an economic engine and CVBs are the key drivers

Source: Travel Industry Association



BEVERLY HILLS CONFERENCE AND VISITORS BUREAU

Mission

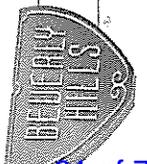
- Enhance the economic vitality of Beverly Hills through destination marketing, targeting consumers, trade and media in key markets throughout the US and internationally
- Primary marketing efforts focus on incremental business requiring an overnight stay
- Enhance the overall visitor experience for both hotel guests and day visitors



VISITOR

Definition:

A visitor is someone visiting Beverly Hills for the day or overnight, who resides outside the geographic boundaries of Los Angeles County, and is in Beverly Hills for pleasure, vacation, business, to attend a meeting or special event, other than to regularly attend school or employment



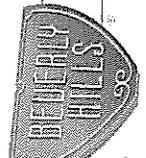
BHCVB GOALS

1. Continue to brand Beverly Hills
2. Increase visitor arrivals
3. Increase tourism revenue in Beverly Hills
4. Increase length of stay for day visitors
5. Maintain visitor satisfaction



BHCVB SCOPE OF WORK

- Product Development
- Branding
- Consumer Programs
 - Advertising, Website, Collateral & Fulfillment, Visitor Services, Research
- Trade Programs
 - Sales Missions, Trade Shows, Local Sales Call & Outreach, Familiarization Trips
- Media Relations
- International Representation
- Special Programs
 - Holidays, Westside CVB Alliance
- Committees



ACCOMPLISHMENTS

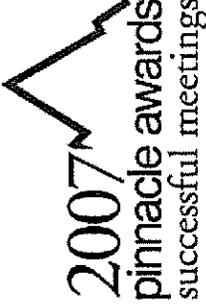
July-December 2007

- Continuation of CVB's *Love, Beverly Hills* campaign including advertising, public relations, web/online efforts, collateral and promotional items
- Public Relations efforts equating to impressions: 33,555,872 and ad equivalency: \$261,709
- Successful sales missions to New York including travel trade reception, two media events and joint sales and media calls
- Continued oversight of year two of the "Deck the Hills" three-year holiday program
- Management of the 2007 Visitor Impact Study
- Familiarization Trips – 8 media, 1 trade – resulting in media coverage and expansion of product
- Starline Tours Hop-On/Hop-Off Service which allows visitors to experience more of Beverly Hills and extend their stay
- Hotel rate and occupancy at all time high
 - ADR of \$409.50 for 2007 (up 12%)
 - OCC of 78.3% for 2007 (up 4.5%)



ACCOLADES

July-December 2007

- 2007 Pinnacle Award recipient for hospitality excellence from  *Successful Meetings* magazine, a leading trade publication for meeting and event planners
- Elected to serve on WACVB Board



BHCVB PROGRAMMING & FUNDING

Program

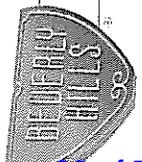
1. Product Development
 - User-friendly packages, themes, pitches
2. Branding
 - Phase II of M & C Saatchi study
3. Advertising/Love, Beverly Hills
 - M & C retainer; creative fees; media buy (as detailed in plan)
4. Website
 - Upgrades; “replacement” for collateral; online mapping
5. Collateral / Fulfillment
 - Consumer brochures; shipping
6. Visitor Services
 - Specific plan under development
7. Research
 - Visitor Impact Study in 2007 and 2010

Results

Starline Tours, general walking tours, holiday walking tour, VIP Insider’s Advantage brochure;
 Art/Architecture and Filming in development
 Study completed in conjunction with City

Fall ads placed; Spring ads negotiated
 Quarterly E-Newsletters
 Minor upgrades made
 Supertour to launch in March
 Updated “Little Brown Book”
 Initial plan completed

2007 on-site and household interviews completed; hotel data being collected



BHCVB PROGRAMMING & FUNDING (cont'd)

<u>Program</u>	<u>Results</u>
8. Sales Missions <ul style="list-style-type: none"> • New York; Mexico 	New York Sales Mission, October Mexico Sales Mission, March
9. Trade Shows <ul style="list-style-type: none"> • TIA Pow Wow 	TIA's Pow Wow in May
10. Local Sales Calls/Outreach <ul style="list-style-type: none"> • Annual recognition dinner for Japanese wholesalers • Local sales calls on top 10 accounts 	Quarterly sales calls, outreach to sightseeing companies; recognition dinner postponed due to CTTC's Japan Sales Mission
11. Familiarization Trips (inbound) <ul style="list-style-type: none"> • Hosting trade partners 	8 media, 1 trade to date
12. Public Relations <ul style="list-style-type: none"> • Weber Shandwick retainer • Programs 	Impressions: 33,555,872 Ad Equivalency: \$261,709
13. International Representation <ul style="list-style-type: none"> • UK – CITM; Japan – Marketing Garden • In-market programming 	Monthly services delivered
14. Special Programs <ul style="list-style-type: none"> • Westside CVB Alliance • Holidays 	Holiday programming delivered, Westside CVB initiatives ongoing (ads placed, updated itineraries, etc.)

