



**Beverly Hills City Council Liaison / Chamber of Commerce Committee  
will conduct a Special Meeting, at the following time and place, and will  
address the agenda listed below:**

**CITY HALL  
455 North Rexford Drive  
4<sup>th</sup> Floor Conference Room A  
Beverly Hills, CA 90210**

**Tuesday, December 20, 2016  
2:00 PM**

**AGENDA**

- 1) Public Comment
  - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
  
- 2) Beverly Hills Chamber of Commerce My Beverly Hills Program Proposal
  
- 3) Adjournment

A handwritten signature in black ink, appearing to read "Byron Pope", written over a horizontal line.

**Byron Pope, City Clerk**

**Posted: December 15, 2016**



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



CHAMBER  
 of  
 COMMERCE

**2016-17 Beverly Hills Chamber of Commerce Work Plan**  
**Addendum For My Beverly Hills Program**

V. Beverly Hills Local Business Support and Resident Interaction

A. My Beverly Hills

Work Plan Component	Time Frame (January 2017- June 2017)	Cost	Last year's cost
VA. My Beverly Hills	January 2017-June 2017	\$21,380	\$53,000
<b>TOTAL</b>		<b>\$21,380</b>	<b>\$53,000</b>

V. **Beverly Hills Local Business Support and Resident Interaction**

A. **My Beverly Hills Program**

Summary of My Beverly Hills Program to Date

The My Beverly Hills Program began in spring 2014 with the purpose of encouraging engagement between local businesses and residents to increase the number of dollars locals spend within Beverly Hills. The program to date has included a website, a monthly digital newsletter, community events, and marketing and social media campaigns throughout the year.

The My Beverly Hills program has provided value in a number of ways. In the past year, the following results were achieved:

- 12 hosted events at a variety of locations throughout the City, including Porta Via, Equinox and Ocean Prime. An example of one event was a class on coffee roasting at neighborhood coffee shop Aharon Coffee. The attendance at events ranged between 30-150 people depending on the type of event.

- The My Beverly Hills website featured over 100 articles and posts highlighting different businesses, holiday specials and items of local interest. This original content sourced through both businesses, community leaders and residents helped drive traffic and awareness to these establishments.
- A total of over 250 social media posts were made through social media highlighting Beverly Hills businesses
- The My Beverly Hills program generated more than 2,500 additional email subscribers to the Chamber's 6,000 person community list providing a total reach of more than 8,500 people who were engaged with the program

The Chamber has also had long-standing connections to Beverly Hills residents in a number of ways, including participation in Team Beverly Hills classes, outreach to all members of the community through meetings concerning the Santa Monica Blvd. Reconstruction Project and LA Metro Purple Line subway, and having tables at the Beverly Hills Farmers Market. About half of the Chamber's Board of Directors reside in Beverly Hills so the Chamber maintains a close connection to the community.

The Chamber also has a special membership classification for residents providing them a tailored package that allows them to attend events and programs as well as participate in committees.

#### Overview of Proposed My Beverly Hills Program

The My Beverly Hills Program will be focused on connecting businesses and residents and to encourage residents to shop locally and support our local businesses. The big change in emphasis is that the Program will now have a particular focus on helping businesses impacted by construction along Santa Monica Blvd and at Wilshire and La Cienega.

#### Objective of New My Beverly Hills Program

To highlight and assist businesses adjacent to Santa Monica Blvd. and Wilshire/La Cienega to help them deal with the effects of a road reconstruction project on North Santa Monica Blvd. and construction of the Purple Line Subway under Wilshire Boulevard. To connect residents to businesses and to encourage residents to shop in Beverly Hills during this difficult time of construction.

#### Summary of New My Beverly Hills Program

The centerpiece of the My Beverly Hills Program will be a series of 6 programs, one every month from January 2017 to June 2017, to be held at a specific business adjacent to South Santa Monica Blvd. or near Wilshire and La Cienega Boulevards. A reception will be held at an anchor business which will include food and drinks for attendees. The purpose of having the meetings in these locations will be to help businesses deal with the effects of the Santa Monica Blvd. Reconstruction Plan, a planned 18 month reconstruction of the street, as well as the effects of the LA Metro Purple Line subway construction project. The Chamber will alternate months between locations.

With regard to any events on South Santa Monica Blvd, the Chamber will solicit feedback on how the mitigation efforts for the Santa Monica Boulevard Reconstruction Project are working and to obtain any suggestions going forward.

With regard to any events in the Wilshire/La Cienega area, the Chamber will solicit feedback from attendees about the City's possible use of a lot at the corner of Gale Drive and Wilshire Boulevard to complement the Metro subway station that will be built.

Each program will also highlight the specific block on which the program is being held by encouraging neighboring businesses to hold special deals the day of the event and potentially include a "walk the block" component where attendees walk to the program to get a sense of the retail offerings on that block.

The Chamber will market and drive traffic to these events by:

- Maintaining a My Beverly events website portal housed on the Chamber's website that list and promotes all events
- Sending out emails with a dedicated subscriber list promoting the event
- Developing and sending a monthly newsletter including news of what is happening around Beverly Hills, including construction updates and highlights from previous months events
- Creating and maintaining a social media profile on sites including Facebook, Twitter and Instagram; and
- Contacting and maintaining relationships with residential and neighborhood associations to encourage them to attend events and support local businesses. This latter step will include reaching out to and attending homeowner's association events as needed and developing contacts at other civic groups that could be helpful in cultivating attendance at events and attention to Beverly Hills businesses.

A key element of the program is that My Beverly Hills has an existing subscriber base and online presence from past years programs. The Chamber plans to use this existing platform to cross-promote other news and programs. For example, the platform can be used to announce construction notices related to Santa Monica Blvd. and the LA Metro Purple Line subway, to announce and promote City of Beverly Hills programs, and to make other important announcements.

After the six month period of programs, the Chamber is open to expanding the My Beverly Hills Program to cover other parts of the City.

### Metrics

- Organize and execute six My Beverly Hills programs (one every month) at existing businesses adjacent to Santa Monica Boulevard and/or Wilshire and La Cienega.

Highlight one block of businesses in advance of the event, encouraging shopping and special deals.

- Have between 75 and 125 attendees per event (space permitting).
- 50 social media posts regarding both the My Beverly Hills program, important news items and upcoming programs
- Conduct post-event surveys of host businesses and attendees to understand effectiveness of events, what residents would like to see, and how businesses are faring during construction.
- Increase the My Beverly Hills subscriber basis from 2,500 to 3,500 people, resulting in an overall reach of 9,500 people when combined with Chamber subscribers
- Leverage existing subscriber base of My Beverly Hills program to both promote monthly programs as well as to cross-promote other community events and projects, including City of Beverly Hills events, construction notices related to Santa Monica Blvd. Reconstruction Project and Metro subway, and other community programs.

### Conclusion

The total cost for this item is \$21,380 for the period ending June 2017. This compares with the \$53,000 funding for the full year program in Fiscal Year 2016-2017.



Meeting set-up and coordination		1	\$160				4
Attendance and management		2	\$320	1	\$225		3
Food and drink for event; printing cost for flyers, etc.	\$400						
<b>May 2017 Program</b>							
Meeting set-up and coordination		1	\$160				4
Attendance and management		2	\$320	1	\$225		3
Food and drink for event; printing cost for flyers, etc.	\$400						
<b>June 2017 Program</b>							
Meeting set-up and coordination		1	\$160				4
Attendance and management		2	\$320	1	\$225		3
Food and drink for event; printing cost for flyers, etc.	\$400						
<b>Grand Total</b>	<b>\$21,380</b>						

<b>Legend (Hourly rate of Chamber staff)</b>	
Chamber Board President	\$0
Chamber CEO	\$225
Chamber CFO	\$185
Chamber Director	\$160
Chamber Manager	\$100
Chamber Program Coordinator	\$50



Manager	Program Coordinator	Program Coordinator	Total Cost
(costs)	(hours)	(costs)	
\$1,000	50	\$2,500	\$4,300
			\$250
			<b>\$4,550</b>
\$400	15	\$750	\$1,310
\$300	5	\$250	\$1,095
			\$400
			<b>\$2,805</b>
\$400	15	\$750	\$1,310
\$300	5	\$250	\$1,095
			\$400
			<b>\$2,805</b>
\$400	15	\$750	\$1,310
\$300	5	\$250	\$1,095
			\$400
			<b>\$2,805</b>



\$400	15	\$750	\$1,310
\$300	5	\$250	\$1,095
			\$400
			<b>\$2,805</b>
\$400	15	\$750	\$1,310
\$300	5	\$250	\$1,095
			\$400
			<b>\$2,805</b>
\$400	15	\$750	\$1,310
\$300	5	\$250	\$1,095
			\$400
			<b>\$2,805</b>