



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
4th Floor Conference Room A
Beverly Hills, CA 90210

Tuesday, May 30, 2017
5:00 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) Proposed Draft 2017-2018 Beverly Hills Chamber of Commerce Work Plan

- 3) Adjournment

Handwritten initials "BP" in black ink.

Handwritten signature of Byron Pope in black ink.

Byron Pope, City Clerk

Posted: May 26, 2017

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE LIBRARY AND CITY CLERK'S OFFICE.



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.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Honorable Mayor Lili Bosse, Honorable Councilmember Lester J. Friedman

FROM: Timothy Hou, Assistant to the City Manager

DATE: May 26, 2017

SUBJECT: Proposed Draft 2017-2018 Beverly Hills Chamber of Commerce Work Plan with the City of Beverly Hills

Please find enclosed the proposed draft 2017-2018 Chamber of Commerce Work Plan with the City of Beverly Hills as of May 16, 2017. Please note that the Chamber of Commerce is preparing revisions to this proposed Work Plan that incorporates the following recommendations to be discussed at the Special Meeting of the Beverly Hills City Council Liaison / Chamber of Commerce Committee:

- Holiday season programming;
- Detailed business retention and attraction meeting schedule for additional day of New York Business Attraction and Retention Mission;
- Integration of the Property Manager's Open House with the Get to Know Your City Program; and
- Refinement of the Beverly Hills Nightlife Study.



DRAFT

**2017-18 Chamber of Commerce Work Plan with the City of
Beverly Hills**

- I. Beverly Hills Economic Development
 - A. New York Business Attraction and Retention Mission
 - B. Management of Business Retention Meetings
 - C. Broker’s Roundtables
 - D. Property Manager’s Open House (Beverly Hills Connect)
 - E. Economic Sustainability Plan
 - F. Beverly Hills Nightlife Study

- II. Beverly Hills Programming for Businesses and Residents
 - A. Get to Know Your City Program
 - B. Small Business Development Center
 - C. Small Business Saturday
 - D. My Beverly Hills
 - E. Santa Monica Boulevard Reconstruction Outreach Plan

- III. Beverly Hills Events and Marketing
 - A. Beverly Hills Tomorrow

| Work Plan Component | Time Frame (July 2017-June 2018) | Cost | 2016-2017 Cost |
|---|--|---------------------------|--------------------------|
| IA. New York Business Attraction and Retention Mission | Year-round (Mission: Oct. 23-27) | \$109,200 (4 day trip) | \$85,180 (3 day trip) |
| IB. Management of Business Retention Meetings | Year-round | \$15,300 | \$15,300 |
| IC. Broker’s Roundtables | December 2017 & June 2018 | \$10,230 | \$10,230 |
| ID. Property Manager’s Open House (Beverly Hills Connect) | Fall 2017 | \$5,260 | N/A |

| | | | |
|---|---------------|---|---|
| IE. Economic Sustainability Plan | Year-round | \$10,085 | N/A |
| IF. Beverly Hills Nightlife Study (optional adds-on are extra) | Year-round | \$68,300 to \$78,300 | N/A |
| IIA. Get to Know Your City Program | Year-round | \$12,780 | \$16,480 |
| IIB. Small Business Development Center Partnership | Year-round | \$20,000 | \$20,000 |
| IIC. Small Business Saturday | Nov. 26, 2017 | \$14,710 | \$14,710 |
| IID. My Beverly Hills | Year-round | \$51,780 (12 months including discretionary parking fund) | \$21,075 (5 months of programming, including discretionary parking fund) |
| IIE. Santa Monica Blvd. Reconstruction Outreach Plan | Year-round | \$8,575 | \$8,575 |
| IIIA. Beverly Hills Tomorrow | Spring 2018 | \$30,000 | \$30,000 |
| TOTAL | | \$356,220 to \$366,220 | \$221,550¹ |

I. Beverly Hills Economic Development

A. New York City Business Attraction and Retention Mission

Overview

Outreach, preparation and travel to New York City for a 4 day trip to attract and retain businesses in Beverly Hills.

Objective

To attract prestigious national and international companies doing business in New York to open business in Beverly Hills with a continued focus on innovative and dynamic restaurants and retail businesses that do not exist in Beverly Hills.

¹ Another \$10,085 was allocated to an Economic Sustainability Plan but has been postponed to this coming fiscal year.

Description of New York Mission and Results to Date

For the past 15 years, the City of Beverly Hills, Chamber and Conference and Visitors Bureau have engaged in a New York Business Attraction and Retention Mission to (1) encourage businesses based in New York to expand to Beverly Hills and (2) for existing businesses, discuss the continued value of a presence in Beverly Hills and engage in dialogue about current conditions and opportunities.

In the year 2016-2017, the trip was slimmed down from a 4 day to a 3 day trip (2 days of meetings and 1 day of travel) and the individual retention meetings were eliminated. Instead, the delegation met collectively at a breakfast meeting with some of the corporate offices of merchants along Rodeo Drive, with the main focus being to inform them of current business conditions and challenges along Rodeo Drive and to encourage the stores to stay open later in the evening for more business and nightlife in the City. The Conference and Visitors Bureau also held a special reception at Le Bernadin Prive in New York.

The Chamber scheduled a total of 15 business attraction meetings over 2 days (2 of those meetings were cancelled) with a wide-cross section of businesses, including innovative restaurants and retailers. This past year, the visits shifted to more of a focus on restaurants as the Chamber believes there is an opportunity to expand the culinary offerings in the City and that restaurant openings can bring valuable attention to the City. The visits proved successful, as most of the companies expressed a strong interest in expanding to Beverly Hills and the visit helped put the City more squarely in their plans.

3 of the companies visited in New York this past year have already come to Beverly Hills for tours of potential spaces and more are expected to visit. For example, the high end women's wear company Journelle visited Beverly Hills in late November 2016 and looked at properties along North Beverly Drive. Luxury men's shoes company Paul Evans looked at properties in February 2017. And the Museum of the Moving Image, a museum focused on all forms of media, looked at potential space for a special exhibition. During the trip, the delegation also met with the owners of By Chloe, a popular "fast-casual" vegan restaurant that is part of the Union Square Hospitality Group. The owners expressed a high level of interest in expanding to Beverly Hills and the Chamber is in talks with them about a visit this summer. The retailer Stephen F. is also planning to visit the area this summer. The delegation also visited famed chef Bobby Flay and the Chamber is continuing talks with his restaurant group about opportunities here in Beverly Hills.

The following are several examples of companies that have moved to Beverly Hills following visits by our delegation:

1. Berluti, a high end shoe store, was visited in New York in 2014 and 2015 will be opening a stand alone store in Beverly Hills in 2017
2. Famed chef Geoffrey Zakarian was visited in 2015 and opened the restaurant Georgie in Beverly Hills in 2016

3. La Colombe Coffee Roasters was visited in 2013 and is opening a café on South Santa Monica Blvd. in Beverly Hills in 2017.

Description of Planned 2017 New York Mission

For the 2017 New York trip, the Chamber proposes to continue the focus on business attraction meetings. The Chamber plans to continue to put an emphasis on meetings with unique restaurants as the Chamber believes this has the potential to make the biggest impact on the City. The Chamber also proposes to expand the trip back to a 4 day trip with 3 days of meetings, including re-introducing some individual retention meetings. The reasons for this are as follows: (1) there are sufficient business attraction targets to add a third day of visits; (2) while successful in term of number of businesses, it was difficult to get commitments from the corporate offices of stores on Rodeo Drive to stay open late via one communal breakfast; (3) the Chamber has had difficulty scheduling retention meetings in Beverly Hills with local stores that have corporate offices in New York. For example, the company & Other Stories, which recently opened in Beverly Hills, was unable to meet with the City unless its corporate officers (based in New York and who were unavailable) attended. As a result, that meeting never took place. Therefore, having some retention meetings in New York for these particular companies may be more practical. The Chamber proposes to have about 70 percent of the meetings be focused on attraction and 30 percent on retention.

The Chamber will work with the City to look at businesses that can help support the Mayor's BOLD (Businesses Open Later Days) initiative, particularly restaurants that will attract significant visitors to the area and bring something new to the Beverly Hills scene.

This year, suitable dates for the New York Mission include October 23-27, 2017. Monday, October 23 will be a travel day and with all meetings held on October 24, 25, and 26. The group will then travel home early on Friday, October 27. The trip will continue to be dedicated to one-on-one meetings with the focus on attraction of new business candidates to Beverly Hills. The team will divide into 2 tracks of about 3 people each (a Chamber staff member, a City Councilmember/Mayor and a City staff member) for the meetings.

The Chamber will research key businesses to approach for attraction meetings in New York and assess which existing businesses in Beverly Hills would most benefit from a visit. As in prior years, the Chamber will arrange and coordinate travel logistics and meeting set up. The Chamber believes it is worthwhile as a new element to create short "profiles" of each neighborhood in Beverly Hills to provide to New York businesses during the meetings and has included that in the plan for this year.

Metrics

Last year, the New York delegation met with 13 businesses during the course of the 3 day trip (there were 2 cancellations during the trip). This year, the Chamber will plan to set up between 20 and 25 meetings over the course of 3 days.

The Chamber's goal will be to convince at least one business to open a location in Beverly Hills in 2018 and to position the City for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2019-2021).

Conclusion

The total cost for this item is \$109,200. A cost breakdown is available in Attachment A.

B. Management of Business Retention Meetings

Overview

The Chamber will set up and manage 12 meetings between Beverly Hills business owners of targeted sectors and the City of Beverly Hills.

Objective

To ensure the retention of important businesses within Beverly Hills and better understand what is going on in the business community.

Description

As in the past several years, the Chamber will organize 12 (twelve) meetings with business owners of targeted business sectors with the Beverly Hills Mayor's office. These meetings will be attended by a City Councilmember, preferably 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 Chamber will develop a list of businesses to visit with input from the City. The goal of these meetings is for the Chamber and the City to better understand the concerns of the business community and their experiences in the City as well as to develop some action items to improve the quality of life and business in the City. These meetings will help the City and the Chamber develop programs to best support the needs of the business community.

The Chamber will develop a matrix of businesses to meet with over the next year focusing on businesses that represent a diverse cross section of industries, important and/or large businesses that provide a substantial benefit to the City, and new business to town. The Chamber will look into reserving standing times every month for these meetings to take place (i.e., the first Tuesday of every month in the morning).

In the past year, the meetings have uncovered important information. For instance, the group met with several retailers along South Santa Monica Blvd. to learn about their businesses and their concerns in the lead up to the North Santa Monica Blvd. Reconstruction Project. The businesses were concerned about parking restrictions during construction and so had an opportunity to learn from the City about additional spaces being created in the "Santa Monica 5"

parking lots behind their stores. Additionally, the relationships developed from this meeting proved helpful when several of these businesses later had concerns about where equipment could be loaded and unloaded during construction and they were quickly able to engage in dialogue with the City which resolved the issue. During a meeting with Burberry, the group was able to discuss ways to facilitate extended hours along Rodeo Drive. At a meeting with businesses along South Robertson Blvd., the group discussed possible streetscape improvements and opportunities to brand the neighborhood.

The planned program for 2017-2018 is as follows:

- Schedule 12 Business Retention meetings in coordination with the City.
- Produce and distribute a briefing sheet for City attendees before each meeting.
- Produce a quarterly report that summarizes each meeting and common themes that emerged.

Metrics

All of the businesses the Mayor has met to date with have been retained as businesses in the City and the Chamber has been following up on important issues generated during the meetings.

Conclusion

The total cost for this item is \$15,300. A cost breakdown is available in Attachment B.

C. Broker's Roundtables

Overview

The Chamber will organize and host a bi-yearly roundtable between commercial real estate brokers as well as senior City officials to spur discussions and business deals for Beverly Hills properties.

Objective

To encourage dialogue between brokers about possible deals as well as to identify new developments with City officials.

Description

The Chamber will organize and host two Broker's Roundtable meetings in December 2017 and June 2018. The Roundtables provide an opportunity for the leading commercial brokers and senior officials from the City to gather and share information about new developments.

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 Broker’s Roundtables had the highest attendance on record – about 20 brokers per meeting.
- Brokers received a presentation and were able to ask questions about the North Santa Monica Blvd. Reconstruction Project and Purple Line Subway Construction and understand the potential impact on commercial properties.
- Several brokers have had to turn away tenants, particularly in the Southeast portion of the City, due to inadequate parking for a particular business.
- The Group engaged in extensive discussions about commercial vacancies and both the brokers and the City learned important information. For example, Houman Mahboubi of JLL reported that the shoe company Berluti was moving into the former Armani building on Rodeo Drive (note: Berluti was visited on the New York Business Mission in 2014 and 2015). Additionally, the group learned that the restaurant Toast and Blue Bottle Coffee were moving into new spaces on South Beverly Drive. Various other brokers reported vacancies they were looking to fill.
- The Group discussed the results of the New York Business Trip and learned of potential companies looking for space in Beverly Hills.

The Chamber 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 and Community Development Department. The Chamber currently invites about 30 brokers to these meetings and continues to develop the invitation list.

Metrics

Obtain attendance of 20 + brokers to each meeting. Obtain information about specific vacancies that can be used to attract companies from New York Business Trip. Result in at least one commercial real estate deal being concluded as a result of the connections made in the meetings.

Conclusion

The total cost for this item is \$10,230. A cost breakdown is available in Attachment B.

D. Property Manager's Open House (Beverly Hills Connect)

Overview

In partnership/consultation with BOMA (Building Owners and Managers Association), organize and host an Open House for property managers to meet with key City Departments to learn about resources, important contacts and solutions to important commercial building challenges.

Objective

To encourage dialogue between the City and property managers and owners about current commercial conditions in the City and opportunities for collaboration and/or re-development.

Description

The Chamber was recently approached by BOMA about organizing an Open House to create greater dialogue and understanding between managers of commercial properties and local cities.

In this regard, the Chamber proposes to organize one Open House between the City and property managers/owners in fall 2017 to take place in the City's Municipal Gallery or nearby. The Open House would be open to all property managers, regardless of whether they are members of the Chamber or BOMA. The principle purpose of the Open House will be for Property Managers/Owners to meet the key City Departments that impact commercial buildings, hear a short presentation from each of them and engage in a dialogue about current conditions, areas to facilitate greater efficiency in dealing with property management issues and also opportunities for collaboration.

The purpose of this Open House is to facilitate a forum for property managers/owners to talk to each other and the City. Currently, one of the obstacles to developing initiatives for growth in the City is that there is no joint forum for property managers/landowners to communicate with each other and the City. For instance, if the City wishes to bring property owners on board with a special evening event, the City could use this Open House as a forum for proposing and getting agreement on plans rather than dealing piecemeal with different entities.

Similar programs, in consultation with BOMA, exist in other nearby cities, such as "Santa Monica Connect." Therefore, this program would be officially marketed under the name "Beverly Hills Connect" for consistency and the Chamber will work with BOMA to conduct outreach and drive turnout for the meetings.

Metrics

Obtain attendance of 20 or more property managers/owners to each meeting. Use meetings to help drive consensus on City sponsored initiatives that help improve economic development in the City.

Conclusion

The total cost for this item is \$5,260. A cost breakdown is available in Attachment B.

E. Economic Sustainability Plan

Overview

The City is preparing a new five year Economic Sustainability Plan. The Chamber will host focus groups for the business community to provide input on the Plan.

Objective

To get valuable input from the business community about the elements of the City's new Economic Sustainability Plan.

Description

The City prepared a five year Economic Sustainability Plan covering the years 2011-2015. The City is now preparing to develop a new five year Economic Sustainability Plan.

In consultation with the City and a consultant, the Chamber proposes to host a series of up to 3 focus groups with the local business community to get their feedback on elements of the Plan. Among the specific issues the Chamber expects to be addressed are the following:

- Challenges from nearby retail centers, such as the new mall development in Century City, the Grove, West Hollywood and other luxury areas
- How to continue to attract and retain businesses in the City
- Ideas to revitalize Southeast Beverly Hills
- Discuss City taxation, planning and zoning process
- Impact of coming developments and technology (i.e. fiber optics, autonomous vehicles, subway)
- Infrastructure projects

The Chamber would obtain all meeting locations, oversee set up and promote the focus groups through the Chamber's existing channels. The Chamber will plan on having 8-15 businesses attend each focus group.

Metrics

Host a minimum of three focus groups to get feedback from the business community on the elements of the Economic Sustainability Plan. Obtain a basic set of criteria about the elements needed to ensure a positive and successful business climate.

Conclusion

The total cost of this item is \$10,085. Please see the attached cost breakdown in Attachment B.

F. Beverly Hills Nightlife Study

Overview

The topic of improving nightlife in Beverly Hills has been an increasingly important point of discussion in the City. Amongst other things, Beverly Hills faces increased competition from neighboring shopping destinations including The Grove, Beverly Center and Westfield Century City. Additionally, there has been concern that retailers and restaurants close relatively early, leading to a lack of nightlife. Over the course of the past year, the City, Chamber, Conference and Visitors Bureau, and Rodeo Drive Committee have talked regularly to discuss ideas and opportunities to better compete with nearby destinations as well as to create an even more vibrant local economy.

A recurring theme of these discussions is an interest in a more vibrant nightlife in the commercial areas of the City to encourage patrons to shop and dine later in the evening. Mayor Lili Bosse has put forth a BOLD (Business Open Later Days) Initiative to improve nightlife in the City.

In support of this Initiative, the Chamber proposes to execute a study to determine what additional steps can be taken to revitalize nightlife in Beverly Hills.

Objective

To develop a comprehensive report that includes information in the form of surveys, statistics and feedback from various stakeholder groups on how to create a more vibrant nightlife scene in Beverly Hills.

Description

Beverly Hills has a wealth of restaurants, shopping and other amenities that draw residents and visitors locally and from around the world. However, as a general matter, street life tends to

diminish in the evening despite the wealth of visitors and the sterling reputation of the City. For example, many restaurants in Beverly Hills conclude business by 9:00 or 9:30pm, even on weekends. Additionally, many retailers close their doors by 6:00 or 7:00pm. By comparison, the City's main shopping destination competitors, including The Grove and Westfield Century City, feature retail stores often with extended hours. Additionally, the Chamber and CVB have heard anecdotally from several Beverly Hills hotels that they send their guests to other destinations in the evening to shop and dine.

In conjunction with the Mayor's BOLD initiative (Businesses Open Later Days), the Chamber believes there is an opportunity to revitalize nightlife in town. In this respect, the Chamber proposes to identify ways to further develop nightlife through an in-depth study of the subject.

The Chamber will utilize the services of a consultant to conduct a nightlife study, which will ultimately include recommendations for the City and its partner organizations as to steps that can be taken to implement a more vibrant nightlife scene. The work will consist of the following: (1) analyze and evaluate what other comparable destination cities have done to develop nightlife and success stories that the City may be able to learn from (this work will be primarily done by the Chamber); (2) review existing City and partner studies with data and information relevant to nightlife including the City's Economic Sustainability Plan and the BHCVB Visitor Impact Study; (3) conduct focus groups of residents, businesses and those in adjacent communities to determine what they would like to see in terms of nightlife, what would attract them to patronize the City after dark and what other steps can be taken to make Beverly Hills a desirable nightlife destination; (4) develop concepts for nightlife in Beverly Hills; and (5) prepare a report (authored by the consultant with input from the Chamber) with recommendations on what steps to take to revitalize nightlife and how to implement changes to achieve this goal.

An optional add-on could include a quantitative online survey of individuals in both Beverly Hills and the greater Los Angeles community about what elements would drive them to come to Beverly Hills for nightlife. Additionally, another potential add-on suggested by a potential consultant is to engage in a week-long "Cultural Analysis" to research and understand the cultural context and beliefs that shape nightlife and/or a "Night in the City" which includes a team of ethnographic researchers visiting hotels, restaurants, art galleries and other destinations one night to better understand the nightlife scene in Beverly Hills. These optional add-ons are listed in the attached budget.

Metrics

Study at least 4 comparable cities and understand what steps can be adopted in Beverly Hills to revitalize nightlife. Conduct between 3 and 5 focus groups with residents, businesses and visitors. Conduct a quantitative online survey of individuals about nightlife in Beverly Hills (optional). Produce a comprehensive report analyzing nightlife in Beverly Hills with recommendations for action items to help improve nightlife in the City.

Conclusion

The total cost of this item is between \$68,300 and \$78,300 depending on the consultant and particular plan selected. An optional add-on for a quantitative online survey and report by the consultant would be extra. An optional add-on for a “Cultural Analysis” and “Night in the City” observations by the consultant is also available. Please see the attached cost breakdown in Attachment C.

II. Beverly Hills Business Programming and Development

A. Get to Know Your City Program

Overview

The Chamber organizes and executes a “Get to Know Your City Program” to help businesses navigate the City. The Chamber will also revise as needed a short pamphlet produced in 2016-2017 that provides an overview of City permitting, tax and other requirements and communication tools.

Objective

To help businesses better navigate the City, particularly with regard to understanding permitting requirements. To reduce businesses ineffectively “searching” and communicating with the City for the right answer to their questions/concerns. To develop more complete compliance with City businesses requirements.

Description

Every business owner needs to understand City rules and regulations to run their business. For example, businesses must comply with permitting requirements to operate a business and pay City business taxes, amongst other things.

In 2016-2017, in partnership with the City, the Chamber initiated a “Get to Know Your City” program, to better familiarize the business community with City services and requirements. The program is designed to help businesses better understand how to navigate the City. The hope is that it will also help reduce calls to the wrong City Department, misunderstandings over business requirements, and help increase compliance with City permitting and other requirements.

Highlights from the 2016-2017 program include:

- There was strong attendance at the first Open House in Fall 2016 with over 50 attendees. Feedback from attendees was that they felt the event was helpful, in particular a presentation by Ryan Gohlich of the Community Development Department. The Chamber will explore additional presentations that can add value for the City and businesses

- The Chamber is creating a pamphlet that will help guide new and existing businesses in navigating and complying with City laws.

For 2017-2018, Chamber proposes to continue the “Get to Know Your City” program. The Chamber will organize and execute a bi-yearly “open house” where businesses can interact with relevant City Departments to learn how they function. The event can include speakers from relevant City Departments impacting businesses as well as senior City staff and the City Council if available. Additionally, the event can be used to cross-promote any upcoming City functions or news.

For the open house, booths will be set up for the various City Departments and the event will feature speakers from some or all of the relevant Departments to discuss their function with suggestions on how to navigate the City. The benefit of this format would be that all information will be concentrated in one time and place.

Along with the Open Houses, the Chamber proposes to update and revise as appropriate a pamphlet it created in 2016-2017 that describes the functions of each City Department and provides helpful contact information and tips on how to effectively communicate with the City. This will keep the pamphlet up to date so it does not need to be re-created from scratch at a future date.

Metrics

The goals would be to (1) reduce administrative costs and burden on the City; (2) where possible, streamline the permitting process to allow businesses to move in and open more quickly; and (3) to improve overall communication between businesses and the City.

Conclusion

The total cost for this item is \$12,780. A cost breakdown is available in Attachment B.

B. Small Business Development Center

Overview

The Chamber has a partnership with the Small Business Development Center (SBDC) at El Camino College which offers one-on-one business counseling and educational seminars at the Chamber.

Objective

To provide effective business counseling and educational services to companies that do business in Beverly Hills.

Description

The Chamber will continue its partnership with the Small Business Development Center (SBDC) at El Camino College to offer one-on-one business counseling and educational seminars at the Chamber.

Consultants have held a series of one on one consultation meetings to date (with additional meetings planned in the months to come) with Beverly Hills businesses and residents. A short list of some of the companies receiving services include local businesses such as United Real Estate Beverly Hills, Halstrom Academy, OnSite CPR Training, and Feldmar Aesthetics.

Educational seminars (Business Needs 2 Know) have occurred once a month and have also been successful with good attendance on topics such as social media, marketing, accounting principles. Among the most popular have been social media seminars run by Deborah Deras, a nationally recognized expert in this area. 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.

For the 2017-2018 year, the Chamber proposes to continue the same program with one on one coaching and 12 educational seminars (one per month). The programming is targeted towards Beverly Hills businesses and Beverly Hills residents with business consulting needs.

Metrics

Conduct 12 Business Needs 2 Know events and approximately 75 one on one meetings with the business development consultant.

Conclusion

The total cost for this item is \$20,000. A cost breakdown available in Attachment B.

C. Small Business Saturday

Overview

Small Business Saturday is dedicated to supporting small businesses across the country. The Chamber promotes and draws attendance to the event to drive business for small businesses in the City.

Objective

To promote and draw attendance to the annual SBS event in November 2017, generating revenue for Beverly Hills Small Business and by extension tax revenue for the City.

Description

Small Business Saturday was founded by American Express in 2010 and is held the Saturday after Thanksgiving. Its purpose is to highlight small business and encourage shopping on this day. The Chamber will organize the outreach efforts for Small Business Saturday in November 2017 (November 26). The Chamber has developed a relationship with the national agency that provides all branded materials for Small Business Saturday and offers constructive criticism to make the day even more successful.

Highlights of the 2016 Beverly Hills Small Business Saturday Campaign, November 26, 2016, include the following:

- The Chamber produced two launch events leading up to Small Business Saturday including an evening Mixer at The Spa on Rodeo hosting over 40 people and a Networking Breakfast at Bedford & Burns hosting over 65 people.
- The Chamber organized a Rally prior to the annual Walk with the Mayor, to kick off Small Business Saturday the morning of November 26, 2016 in Beverly Canon Gardens hosting over 35 people. It included the official Proclamation of Small Business Saturday in Beverly Hills by Mayor John Mirisch, an address from the Mayor, as well as the Chamber CEO, Todd Johnson. The event featured complimentary Small Business Saturday materials; the TapSnap photo booth; parfaits, brownies, coffee and water from Sweet Beverly; and coffee from Georgie at The Montage.
- The Chamber produced a Walk with the Mayor on Small Business Saturday. Mayor John Mirisch, Chamber of Commerce members, ambassadors and many other community members visited 11 separate locations, including Nate and Al's, Bo Nuage, Arturo's Shoe Repair, Sweet Beverly, Georgie at The Montage, Monnalisa Beverly Hills, The Nosh of Beverly Hills, Only in Beverly Hills, Edelweiss Chocolates, Pussy & Pooch and Beverly Hills Market.
- The Chamber passed out collateral to residents and visitors at the Beverly Hills Farmer's Market, November 20, 2016.
- Created a large online and social media campaign.
- Received press coverage by The Beverly Press (11/23/16), Beverly Hills Weekly (week of 11/24/16), and three editions of Beverly Hills Television (week of 11/18/16, 11/25/16, and 12/2/16).
- According to the American Express Small Business Saturday website, shopsmall.com, *541 Beverly Hills City businesses* registered to participate in the event

For the 2017 campaign, the Chamber will continue to assertively promote the campaign to the Beverly Hills business community in partnership with American Express and seek to increase the number of businesses participating by:

- Create awareness and encourage Beverly Hills businesses to sign up to participate and take advantage of resources through American Express
- Produce one evening mixer launch event in the weeks leading up to Small Business Saturday (and can be executed in coordination with the BOLD initiative)
- Distribute collateral at a Farmers Market and sign up businesses to participate
- Ongoing electronic and social media communication across all platforms
- Day of programming:
 - Produce a morning breakfast launch event for the Mayor and members of the community to gather before visiting businesses
 - Enhance the Mayor’s business visits by producing a “Walk with the Mayor” type event encouraging participants to shop at each stop likewise encouraging businesses on the trail to offer exclusive specials

Metrics

Secure over 550 participating businesses for Small Business Saturday and coordinate 8-10 business visits during the Walk with the Mayor program.

Conclusion

The total cost for this item is \$14,710. A cost breakdown available in Attachment B.

D. My Beverly Hills

Overview

The My Beverly Hills Program is focused through networking events, marketing and a dedicated website on connecting businesses and residents and to encourage residents to shop locally. The Program will focus on helping businesses impacted by construction along Santa Monica Blvd. and at Wilshire and La Cienega, although it will not be exclusive to those areas for 2017-2018. Additionally, the Chamber will use the program as requested to support the BOLD Initiative by driving traffic to nightlife destinations.

Objective

To connect residents to businesses and to encourage residents to shop in Beverly Hills. 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.

Description

The My Beverly Hills program has been in existence for several years and, after a short hiatus during the first half of the 2016-2017 fiscal year, was re-launched in February 2017 with a focus on encouraging Beverly Hills residents to shop local and help businesses impacted by local construction.

To date, the Chamber has organized three networking programs, including one at Sfixio restaurant on South Santa Monica Blvd. and the other at the Stinking Rose near Wilshire and La Cienega Blvds. The Chamber received nearly 300 RSVP's for each event and the programs were attended by approximately 100 people each. In addition, the Chamber has been growing the online marketing aspect of the program, hosting deals and specials on the My Beverly Hills website, adding updates about construction, and putting out a monthly newsletter.

The centerpiece of the My Beverly Hills Program for 2017-2018 will be a series of 12 programs, one every month from July 2017 through June 2018, to be held at a specific business or businesses. A reception will be held at an anchor business which will include food and drinks for attendees.

The program will focus on businesses adjacent to South Santa Monica Blvd. or near Wilshire and La Cienega Boulevards, although it will not be exclusive to those locations. The purpose of focusing on 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 events will include both members and non-members of the Chamber.

The plan for selecting hosts for the monthly events will be to approach Beverly Hills businesses that have the size and willingness to accommodate a sizable number of visitors (at least 50) and to have at least half of the event hosts be non-members. If for some reason the Chamber cannot locate enough non-members who are willing and large enough to be hosts, the Chamber will host the event itself or seek permission from the City to host at a member location. The Chamber will attempt to include a broad cross-section of businesses as hosts, including restaurants, retail shops, offices, and galleries. Where appropriate, the Chamber may have multiple event hosts on a given day. For example, a program may start at one location and proceed down the block to a final, large host location. The Chamber will also consider an "outside the box" program, such as a class or food/wine tasting, so long as it appeals to a broad cross-section of residents.

With regard to any events on South Santa Monica Blvd, the Chamber will solicit feedback as appropriate 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 as appropriate from attendees about the impact of construction.

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.

In addition to the programs, the Chamber will market and drive traffic throughout the program to Beverly Hills businesses by:

- Maintaining a My Beverly events website portal housed on the Chamber’s website that list and promotes all events and offers businesses along these corridors an opportunity throughout the program to offer deals and put content on the site to support their business and reach out to residents.
- Sending out emails with a dedicated subscriber list promoting the events.
- 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.
- 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. The Chamber can also use the My Beverly Hills program to help promote nightlife in Beverly Hills.

As in 2016-2017, the Chamber proposes to include a discretionary parking allowance to defray the cost of parking for attendees.

Metrics

- Organize and execute twelve My Beverly Hills programs (one every month) at Beverly Hills businesses with a non-exclusive focus on Santa Monica Boulevard and/or the Wilshire and La Cienega areas. Highlight one block of businesses in advance of the event, encouraging shopping and special deals.
- Average between 75 and 125 attendees per event (space permitting).

- 100 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 3,000 to 4,000 people, resulting in an overall reach of 10,000 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 \$ 51,780 which includes a discretionary budget for parking needs. Please see the attached cost breakdown in Attachment B.

E. Santa Monica Blvd. Reconstruction Project Outreach Plan

Overview

North Santa Monica Boulevard in the City of Beverly Hills is undergoing a major reconstruction project. The Chamber will conduct outreach with businesses at a series of meetings to communicate the details of the reconstruction and develop feedback on ways to minimize disruption to businesses as well as to respond to specific concerns as they arise.

Objective

To provide businesses ongoing information about details of the project and how it will impact businesses. To develop ways of reducing disruption to businesses and to retain the businesses in Beverly Hills. To provide businesses a response system to report disruptions.

Description

The North Santa Monica Blvd. Reconstruction Project is a planned 18 month project which began in January 2017 to reconstruct the roadway and upgrade the century-old drainage system between Doheny Drive and Wilshire Boulevard. The project involves significant lane closures, tearing up of roadway, and re-routing of traffic.

Because of the length of the reconstruction, there is concern about the impact to business. This is particularly crucial because the businesses to be affected will be in the City's Golden Triangle, the heart of the City's commercial activity.

In 2016-2017, the Chamber organized a series of 4 outreach meetings to inform businesses and the greater community of the Project, to develop feedback about ways to improve the Project and mitigate the impact, and to understand ways to help the community more generally during this challenging time.

The meetings were well attended and informative. Before the meetings, the Chamber conducted outreach in a variety of ways, including sending Chamber e-blasts, verbally notifying businesses of the coming meetings via group announcements at Chamber networking events, and canvassing the Golden Triangle area of the City going door to door to inform businesses of the meetings and the coming construction. The meetings were open to the entire community including residents and non-members of the Chamber. During the meetings, a City presentation was followed by an opportunity by attendees to ask questions and the City solicited feedback via cards and a link to the City's website. Attendees filled the Chamber's Board Room and the first meeting in particular was standing room only, with approximately 65 people attending. The Chamber received appreciative feedback about the outreach and it was the Chamber's perception following the meetings that the business community was now informed about the coming construction and its impacts.

As in 2016-2017, the Chamber proposes to organize and host a series of 4 meetings with businesses to educate them on the existence and nature of the plan, communicate a timeline, and develop feedback in consultation with the City to reduce the impact on businesses.

Metrics

Reach 100 percent of the businesses immediately surrounding the project (within half a mile). Host up to 4 outreach meetings. With input from businesses, suggest methods of mitigating the impact to businesses during construction. Respond to inquiries and complaints the Chamber receives regarding construction, whether by referring to a specific City Department or handling in-house.

Conclusion

The total cost of this item is \$8,575. Please see the attached cost breakdown in Attachment B.

III. Beverly Hills Events and Marketing

A. Beverly Hills Tomorrow

Overview

An annual event attended by several hundred people highlighting the future of Beverly Hills with hosted discussions with innovative industry leaders, entertainment and food and beverage highlighting the Beverly Hills experience.

Objective

To highlight the City of Beverly Hills for residents, businesses and the surrounding region. The Chamber proposes that the City sponsor the event in the amount of \$30,000. The City will receive 30 tickets to this event for use by executives and staff as well as acknowledgment of being an exclusive presenting sponsor.

Description

In its sixth 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.

The 2017 Beverly Hills Tomorrow event occurred on May 10, 2017 and was hosted by Emmy winning British television producer Nigel Lythgoe at the Wallis Annenberg Center for the Performing Arts. Mr. Lythgoe interviewed 6 speakers across 4 different topics including:

- THE EVOLUTION OF NEWS with Deborah Clark of Marketplace
- ADVANCEMENTS IN REGENERATIVE MEDICINE with Dr. Clive Svendsen of Cedars-Sinai
- WELLNESS & BEAUTY IN THE WORLD OF LUXURY with Gunnar Peterson of Gunnar Gym Design & Anastasia Soare of Anastasia Beverly Hills
- THE NEXT GENERATION OF ARTS & ENTERTAINMENT with Amanda Cerny & Jacob Jonas of Jacob Jonas The Company

Mayor Lili Bosse provided remarks to open the program and was joined on stage by Council Members in attendance at the conclusion of the event to recognize all participants. As part of the City's Presenting Sponsorship benefits 30 seats were reserved for City staff and guests.

The City of Beverly Hills has been a presenting sponsor since 2014. Participants to date in addition to those listed above include:

Larry King (Host 2014-16)
Haim Saban
Maurice Marciano

Rachel Zoe
Dave Koz
Keith Black, M.D.

C. Noel Bairey Merz, M.D.
Beth Karlan, M.D.
Rafer Johnson

Kenny Dichter
Alki David

Joshua Schank
Darren Dworkin

Mary Ann Sigler
Justin Mateen

A sponsorship amount of \$30,000 will again make the City an exclusive presenting sponsor of Beverly Hills Tomorrow. The City will be featured on all collateral and promotions for the event and have visibility in all publicity. As an exclusive presenting sponsor, the City's logo and name will be included on all marketing for the event including invitations, electronic promotion and public relations. Additionally, the City will receive 30 tickets to the event.

Metrics

The Chamber's goal will be to sell out the Wallis Theater and to gain regional notice for the City of Beverly Hills.

Conclusion

The total cost for this item is \$30,000. A cost breakdown is available in Attachment B.

Attachment A

| | Hard costs | Director | Director | CEO | CEO | CFO | CFO | Manager | Manager | Program Coordinator | Program Coordinator | Total Cost |
|--|------------------|--|----------|---------|---------|---------|---------|---------|---------|---------------------|---------------------|-----------------|
| | | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | |
| Timeline: May 1 - Oct. 23, 2017 | | | | | | | | | | | | |
| Planning & Preparation | | | | | | | | | | | | |
| Purchase periodicals for NY research | \$500 | | | | | | | | | | | \$500 |
| Arranging Logistics Relating to Travel/Luncheons/Hotel Block | | 20 | \$3,200 | | | | | | | | | \$3,200 |
| Attraction and Retention Candidate Research, Selection, Presentation & Outreach | | 150 | \$24,000 | 10 | \$2,250 | | | 10 | \$1,000 | 30 | \$1,500 | \$28,750 |
| Retainer for Retail Attraction Consultant | \$2,500 | 5 | \$800 | | | | | | | | | \$3,300 |
| Schedule Development/Appointment Coordination & Binder Prep | | 80 | \$12,800 | 2 | \$450 | | | 2 | \$200 | 40 | \$2,000 | \$15,450 |
| Prepare new business attraction materials as needed, including descriptions of key neighborhoods | | 10 | \$1,600 | | | | | 2 | \$200 | | | \$1,800 |
| Stationary/Telephone/misc. supplies | \$500 | | | | | | | | | | | \$500 |
| CFO budgetary review/reconciliation | | | | | | 10 | \$1,850 | | | | | \$1,850 |
| Hour totals | | 265 | | 12 | | 10 | | 14 | | 70 | | |
| Category Subtotals | \$3,500 | | \$42,400 | | \$2,700 | | \$1,850 | | \$1,400 | | \$3,500 | |
| | | | | | | | | | | | Total | \$55,350 |
| | | | | | | | | | | | Hours | 371 |
| Timeline: Oct. 23-27, 2017 | | | | | | | | | | | | |
| Mission Supervision & Coordination | | | | | | | | | | | | |
| Hotel | \$4,500 | | | | | | | | | | | \$4,500 |
| Airfare | \$1,600 | | | | | | | | | | | \$1,600 |
| On-Site Organization/Coordination/Execution | | 40 | \$6,400 | 40 | \$9,000 | | | 2 | \$200 | | | \$15,600 |
| Ground Transportation | \$1,100 | | | | | | | | | | | \$1,100 |
| Business breakfasts/lunches/dinners | \$1,500 | | | | | | | | | | | \$1,500 |
| Incidentals, supplies, per diem meals, misc. | \$1,850 | | | | | | | | | | | \$1,850 |
| Hour totals | | 40 | | 40 | | | | 2 | | | | |
| Category Subtotals | \$10,550 | | \$6,400 | | \$9,000 | | | | \$200 | | | |
| | | | | | | | | | | | Total | \$26,150 |
| | | | | | | | | | | | Hours | 82 |
| Timeline: Nov.-Dec. 2017 | | | | | | | | | | | | |
| Post - trip follow up | | | | | | | | | | | | |
| Follow-up with targets/attendees | | 35 | \$5,600 | 5 | \$1,125 | | | 5 | \$500 | | | \$6,725 |
| Evaluate and track results | | 10 | \$1,600 | 2 | \$450 | | | | | | | \$2,050 |
| Create & present report to city officials | | 15 | \$2,400 | 5 | \$1,125 | | | | | | | \$3,525 |
| Postage/follow-up hard costs | \$100 | | | | | | | | | | | \$100 |
| Hour totals | | 60 | | 12 | | | | 5 | | | | |
| Category Subtotals | \$100 | | \$9,600 | | \$2,700 | | | | \$500 | | | |
| | | | | | | | | | | | Total | \$12,400 |
| | | | | | | | | | | | Hours | 77 |
| Timeline: Jan. - April 2018 | | | | | | | | | | | | |
| Ongoing Follow-up and research | | | | | | | | | | | | |
| Ongoing research into business attraction | | 40 | \$6,400 | | | | | 5 | \$500 | | | \$6,900 |
| Ongoing database updating | | 10 | \$1,600 | | | | | | | 12 | \$1,200 | \$2,800 |
| with attraction candidates, including tours | \$100 | 35 | \$5,600 | | | | | | | | | \$5,600 |
| Hour totals | | 85 | | | | | | 5 | | 12 | | |
| Category Subtotals | \$100 | | \$13,600 | | | | | | \$500 | 24 | \$1,200 | |
| | | | | | | | | | | | Total | \$15,300 |
| | | | | | | | | | | | Hours | 102 |
| Executive Summary (Grand Total) | | | | | | | | | | | | |
| | Phase totals | | | | | | | | | | | |
| Planning & Preparation | \$55,350 | | | | | | | | | | | |
| Mission Supervision & Coordination | \$26,150 | | | | | | | | | | | |
| Post - trip follow up | \$12,400 | | | | | | | | | | | |
| Ongoing Follow-up and research | \$15,300 | | | | | | | | | | | |
| Grand Total | \$109,200 | | | | | | | | | | | |
| Legend (Hourly rate of Chamber staff) | | | | | | | | | | | | |
| Chamber Board President | \$0 | Note: Chamber Board President contributes 40 hours at no charge to the City | | | | | | | | | | |
| Chamber CEO | \$225 | | | | | | | | | | | |
| Chamber CFO | \$185 | | | | | | | | | | | |
| Chamber Director | \$160 | | | | | | | | | | | |
| Chamber Manager | \$100 | | | | | | | | | | | |
| Chamber Program Coordinator | \$50 | | | | | | | | | | | |

Attachment B

| | Head Costs | Director | Director | CEO | CEO | CFO | CFO | Manager | Manager | Program Coordinator | Program Coordinator | Total Cost |
|--|----------------|-----------|-------------------|-----------|-------------------|---------|------------|-----------|----------------|---------------------|---------------------|-----------------|
| | | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | |
| Timeline: July 2017 - June 2018 | | | | | | | | | | | | |
| Management of Mayor Business Retention Meetings | | | | | | | | | | | | |
| Coordination of 12 business meetings with businessses including creation of printed materials, scheduling, researching attendees, etc. | | 50 | \$8,000 | 24 | \$5,400 | | | 15 | \$1,500 | | | \$14,900 |
| Printing costs/light hospitality | \$400 | | | | | | | | | | | \$400 |
| Total | \$400 | | \$8,000 | | \$5,400 | | \$0 | | \$1,500 | | | \$15,300 |
| Timeline: Winter 2017 & Summer 2018 | | | | | | | | | | | | |
| Broker's Roundtable | | | | | | | | | | | | |
| Winter 2016 Roundtable | | | | | | | | | | | | |
| Meeting set-up and coordination | | 24 | \$3,840 | 5 | \$1,125 | | | | | | | \$4,965 |
| Minutes/supplies/refreshments | \$150 | | | | | | | | | | | \$150 |
| | | | | | | | | | | | | \$5,115 |
| Winter 2016 Roundtable | | | | | | | | | | | | |
| Meeting set-up and coordination | | 24 | \$3,840 | 5 | \$1,125 | | | | | | | \$4,965 |
| Minutes/supplies/refreshments | \$150 | | | | | | | | | | | \$150 |
| | | | | | | | | | | | | \$5,115 |
| Total | \$300 | 48 | \$7,680 | 10 | \$2,250 | | | | | | | \$10,230 |
| Timeline: Fall 2017 | | | | | | | | | | | | |
| Property Manager's Open House (Beverly Hills Connect) | | | | | | | | | | | | |
| Fall 2017 Open House | | | | | | | | | | | | |
| Meeting set-up and coordination | | 24 | \$3,840 | 2 | \$450 | | | 5 | \$500 | | | \$4,790 |
| Minutes/supplies/refreshments | \$150 | | | | | | | | | | | \$150 |
| | | | | | | | | | | | | \$4,940 |
| Post Open House Follow up on Action Items | | 2 | \$320 | | | | | | | | | \$320 |
| Total | \$150 | 26 | \$4,160 | 2 | \$450 | | | 5 | \$500 | | | \$5,260 |
| Timeline: July 2017 - June 2018 | | | | | | | | | | | | |
| Economic Sustainability Plan | | | | | | | | | | | | |
| Minimum of 3 focus groups to support development of Economic Sustainability Plan | | 24 | \$3,840 | 5 | \$1,125 | | | 10 | \$1,000 | 10 | \$500 | \$6,465 |
| Prepare materials in consultation with City of Beverly Hills for use at focus group | | 12 | \$1,920 | | | | | 12 | \$1,200 | 10 | \$500 | \$3,620 |
| Total | | 36 | \$5,760 | 5 | \$1,125 | | | 12 | \$1,200 | 10 | \$500 | \$10,085 |
| Timeline: Fall 2017 & Spring 2018 | | | | | | | | | | | | |
| Get to Know Your City Program | | | | | | | | | | | | |
| Fall 2016 Open House | | | | | | | | | | | | |
| Set-up and coordination | | 24 | \$3,840 | 2 | \$450 | | | 5 | \$500 | | | \$4,790 |
| Minutes/supplies/refreshments | \$150 | | | | | | | | | | | \$150 |
| | | | | | | | | | | | | \$4,940 |
| Spring 2017 Open House | | | | | | | | | | | | |
| Set-up and coordination | | 24 | \$3,840 | 2 | \$450 | | | 5 | \$500 | | | \$4,790 |
| Minutes/supplies/refreshments | \$150 | | | | | | | | | | | \$150 |
| | | | | | | | | | | | | \$4,940 |
| Revision as needed of digital pamphlet on "Doing Business in the City of Beverly Hills" | | 15 | \$2,400 | | | | | 5 | \$500 | | | \$2,900 |
| Total | \$300 | 63 | \$10,080 | 4 | \$900 | | | 15 | \$1,500 | | | \$12,780 |
| Timeline: July 2017-June 2018 | | | | | | | | | | | | |
| Small Business Development Center | | | | | | | | | | | | |
| Annual Cost of Services provided by SBDC | | | | | | | | | | | | \$20,000 |
| 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: August - November 2017 | | | | | | | | | | | | |
| AmEx Small Business Saturday (Nov. 26, 2017) | | | | | | | | | | | | |
| Develop Social Media Marketing Platform | | 2 | \$320.00 | | | | | 20 | \$2,000 | 15 | \$750 | \$3,070 |
| Create and produce marketing materials | | | | | | | | 10 | \$1,000 | 20 | \$1,000 | \$2,000 |
| Collateral production costs | \$400 | | | | | | | | | | | \$400 |
| Evening Mixer Launch Event | \$500 | 4 | \$640 | 1 | \$225 | | | 15 | \$1,500 | 8 | \$400 | \$3,265 |
| Day-off Outreach to small business owners, distribution of collateral, follow through | | | | 5 | \$1,125.00 | | | 10 | \$1,000 | 5 | \$250 | \$2,125 |
| Produce day of breakfast for mayor | \$500 | 8 | \$1,280 | 1 | \$225 | | | 10 | \$1,000 | 5 | \$250 | \$3,030 |
| Develop post-event impact report | | 2 | \$320 | | | | | 5 | \$500 | | | \$820 |
| Total | \$1,400 | 16 | \$2,560.00 | 6 | \$1,350.00 | | | 70 | \$7,000 | 53 | \$2,650 | \$14,710 |
| Timeline: Year-round | | | | | | | | | | | | |

| My Beverly Hills Programs | | | | | | | | | | | | |
|--|---------|----|---------|----|---------|--|--|----|---------|-----|--------------|-----------------|
| Marketing and Development (including newsletter (print and online), website page development and maintenance, social media posts, development of content, and communication to other stakeholders) | | | | | | | | | | | | |
| | \$600 | 12 | \$1,920 | | | | | 24 | \$2,400 | 120 | \$6,000 | \$10,920 |
| Execute 12 My Beverly Hills Programs (1 per month) | | | | | | | | | | | | |
| Meeting set-up and coordination | | 12 | \$1,920 | | | | | 48 | \$4,800 | 180 | \$9,000 | \$15,720 |
| Attendance and management | | 24 | \$3,840 | 12 | \$2,700 | | | 36 | \$3,600 | 60 | \$3,000 | \$13,140 |
| Food and drink for event; printing cost for flyers, etc. | \$6,000 | | | | | | | | | | | \$6,000 |
| *Discretionary Parking Fund (to be used only if needed to help attendees park) | \$6,000 | 48 | | | | | | | | | | \$6,000 |
| Total | | | | | | | | | | | | \$51,780 |
| Timeline: July 2017 - June 2018 | | | | | | | | | | | | |
| Santa Monica Boulevard Reconstruction Plan Outreach | | | | | | | | | | | | |
| Plan up to 4 outreach meetings for business concerning Santa Monica Blvd. Reconstruction Project | | 25 | \$4,000 | 4 | \$900 | | | 20 | \$2,000 | | | \$6,900 |
| Prepare and/or distribute outreach materials | | 5 | \$925 | | | | | | | 5 | \$250 | \$1,175 |
| Minutes/supplies/refreshments | \$500 | | | | | | | | | | | \$500 |
| Total | \$500 | 30 | \$4,925 | 4 | \$900 | | | 20 | \$2,000 | 5 | \$250 | \$8,575 |
| Timeline: Spring 2018 | | | | | | | | | | | | |
| Beverly Hills Tomorrow | | | | | | | | | | | | |
| Cost of Presenting Sponsorship | | | | | | | | | | | | \$30,000 |
| Benefits of Sponsorship: | | | | | | | | | | | | |
| 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 | | | | | | | | | | | | |
| | | | | | | | | | | | Total | \$30,000 |

| Executive Summary | |
|---|------------------|
| Management of Mayor Business Retention Meetings | \$15,300 |
| Broker's Roundtables | \$10,230 |
| Property Manager's Open House (Beverly Hills Connect) | \$5,260 |
| Economic Sustainability Plan | \$10,085 |
| Get to Know Your City Program | \$12,780 |
| Small Business Development Center | \$20,000 |
| Small Business Saturday | \$14,710 |
| My Beverly Hills | \$51,780 |
| Santa Monica Boulevard Reconstruction Outreach Plan | \$8,575 |
| Beverly Hills Tomorrow | \$30,000 |
| Grand Total | \$178,720 |

| Legend (Hourly rate) | |
|-----------------------------|-------|
| Chamber Board President | \$0 |
| Chamber CEO | \$225 |
| Chamber CFO | \$185 |
| Chamber Director | \$160 |
| Chamber Manager | \$100 |
| Chamber Program Coordinator | \$50 |

Beverly Hills Chamber of Commerce - Nightlife Study
Attachment C

| | Hard costs | Director | Director | CEO | CEO | CFO | CFO | Manager | Manager | Program Coordinator | Program Coordinator | Total Cost |
|---|----------------------|----------|----------|---------|---------|---------|---------|---------|---------|---------------------|---------------------|------------------------|
| | | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | (hours) | (costs) | |
| Timeline: July 2017 - June 2018 | | | | | | | | | | | | |
| Beverly Hills Nightlife Study | | | | | | | | | | | | |
| Chamber Research on Nightlife Development in Other Jurisdictions, including cities, neighborhood associations, business improvement districts, to determine best practices and success stories; provide recommendations on best practices | \$250 | 50 | \$8,000 | 2 | \$450 | | | 10 | \$1,000 | | | \$9,700 |
| Independent Consultant Nightlife Study, including Report with Recommendations on Implementation | \$45,000 to \$55,000 | | | | | | | | | | | \$45,000 to \$55,000 |
| Optional add-on for Quantitative Online Survey of Nightlife by Consultant | \$35,000-\$40,000 | | | | | | | | | | | \$35,000 to \$40,000 |
| Optional add-on "Ethnographic Observation" by Consultant | \$10,000 | | | | | | | | | | | \$10,000 |
| Optional add-on for Cultural Analysis by Consultant | \$5,000 | | | | | | | | | | | \$5,000 |
| Chamber Participation in focus groups, including formulation of questions, collaboration in process of selecting participants, attendance at focus groups, and post-focus group discussion with Independent Consultant | | 25 | \$4,000 | 5 | \$1,125 | | | 10 | \$1,000 | | | \$6,125 |
| Chamber Consultation in Preparation of Final Report and Recommendations to City, including adding Chamber perspective to Recommendations and Development of Action and Implementation Items | | 15 | \$2,400 | 5 | \$1,125 | | | | | | | \$3,525 |
| Chamber Overall Supervision of Nightlife Study, including monitoring performance of Focus Groups and Quantitative Survey within time and budget limitations; setting up and attending stakeholder meetings; providing food, drinks, materials and venue at some focus groups/meetings | \$750 | 20 | \$3,200 | | | | | | | | | \$3,950 |
| | | | | | | | | | | | | \$0 |
| Total | \$46,000 to \$56,000 | | \$17,600 | | \$2,700 | | \$0 | | \$2,000 | | | \$68,300 to \$78,300 |
| With optional quantitative survey add-ons by consultant | | | | | | | | | | | | \$103,300 to \$118,300 |
| With all optional add-ons by consultant | | | | | | | | | | | | \$118,300 to \$133,300 |

DRAFT

| | |
|--|-------------------------------|
| Executive Summary | |
| | |
| Beverly Hills Nightlife Study | \$68,300 to \$78,300 |
| Grand Total with Optional Add-Ons | \$118,300 to \$133,300 |

| Legend (Hourly rate) | |
|-----------------------------|-------|
| Chamber Board President | \$0 |
| Chamber CEO | \$225 |
| Chamber CFO | \$185 |
| Chamber Director | \$160 |
| Chamber Manager | \$100 |
| Chamber Program Coordinator | \$50 |