

NEXT



Next Beverly Hills Committee Overview

Committee name: Next Beverly Hills Committee

Brand name: Next Beverly Hills

Tagline: Shaping our city's future together™

Designation: An official City of Beverly Hills committee chartered by the Mayor and the City Council

Established: May 2015 by then Mayor Julian Gold

Elected Leadership: Jon Gluck (Chair) and Kaveh Farshad (Vice Chair)

City Council Liaisons: Mayor Julian Gold and Councilmember Bob Wunderlich

City Staff Liaisons: Pamela Mottice-Muller and Michael George

Meetings: Open to public, monthly, every fourth Tuesday, at 8:00am-9:30am, at Beverly Hills City Hall

Membership: Open to residents and non-residents of all ages who are passionate about NBH's mission.

Mission:

Next Beverly Hills ("NBH") is an official Beverly Hills city committee of talented next generation leaders chartered by the Mayor and City Council to engage residents between the ages of 25 and 45 through innovative initiatives that address their lifestyle, economic, and civic needs, and to inspire them to make Beverly Hills a better place for all.

Official Committee Partners:

- Beverly Hills Chamber of Commerce
- Beverly Hills Conference & Visitors Bureau

Turn me over for more info

Committee Objectives:

1. **Discover and develop** the next leaders of Beverly Hills.
2. **Provide** the City of Beverly Hills and major city organizations with insights about Gen X and Gen Y/Millennials (“next generation”) needs and wants.
3. **Engage** next generation residents.
4. **Create and execute** innovative initiatives that address the needs and wants of next generation residents.
5. Help make Beverly Hills a **better place for all**.

2018 Priority Areas:

1. Next Gen Arts
2. Next Gen Events
3. Next Gen Housing
4. City Communications Collaboration
5. Mayor's Initiatives Collaboration

Organizational structure:

- **Next Beverly Hills Committee** - The full Next Beverly Hills Committee.
- **Subcommittees** - Member-driven teams carrying out NBH's work.
- **Priority Areas** - Areas of focus voted on annually by the full Committee to guide NBH's work.
- **Initiatives** - Projects within NBH's Priority Areas that the Committee votes to undertake and forms a Subcommittee to carry out.

Website: BeverlyHills.org/Next

Social media:

- **Channels:** @NextBeverlyHills on Facebook and Instagram; @NextBevHills on Twitter
- **Primary hashtag:** #nextbeverlyhills **Secondary hashtags:** #nextgen #nextgeneration #beverlyhills

Contact info:

- **Chair:** Jon Gluck - Jon@JonGluck.com
- **Vice Chair:** Kaveh Farshad - KFar@ScoreParkingNow.com
- **City Staff Liaison:** Michael George - MGeorge@BeverlyHills.org

If you're interested in becoming a member of Next Beverly Hills, please email Michael George at MGeorge@BeverlyHills.org



North Canon Wall Mural Art

An official initiative of the Next Beverly Hills Committee

Initiative Overview

- Initiative Name:** North Canon Wall Mural Art (NCWMA)
- Initiative of:** Next Beverly Hills Committee (NBH), an official City of Beverly Hills Committee
- Established:** July 2018, adopted as an official initiative by Committee vote
- Initiative Co-Chairs:** Next Beverly Hills Committee members Kory Klem and Jamie Ross
- Initiative Team:** Various members of the Next Beverly Hills Committee
- City Staff Leads:** Teresa Revis, Michael George, and Pamela Mottice-Muller
- Contact:** City Manager's Office: (310) 285-1025 or Teresa Revis: (310) 285-2471

Mission: The North Canon Wall Mural Art initiative seeks to support and facilitate next generation public art in Beverly Hills.

Description:

The North Canon Wall Mural Art initiative was established to utilize an upcoming opportunity to provide public mural art in Beverly Hills. An estimated 80-foot x 20-foot wall is going up on North Canon Drive and Wilshire Boulevard as part of the Section 2 Metro Purple Line construction project. Through this initiative, the Next Beverly Hills Committee has identified a special opportunity to feature an incredible public art piece on the wall. The Committee has worked with and will continue to work with key stakeholders to encourage a next gen-focused art installation during the 2-6 years that the wall is up, and will explore the potential of including an augmented reality (AR) component of the art to be installed.

Stakeholders: City of Beverly Hills; Metro/TPOG; Canon Drive businesses; Beverly Hills Chamber of Commerce; Beverly Hills Conference & Visitors Bureau; Area residents.

Target Audience: Visitors, residents, and the business community of Beverly Hills will be provided an enhanced visual experience in the City as a result of the public art installation. The art installation will be an additional attraction for tourism in the City and will contribute to the goal of supporting Beverly Hills as a premier place to shop, dine and stay.

City Support:

- Funding
- Managing a request for qualifications process for the art installation
- Serving as a liaison between the Next Beverly Hills Committee, Metro, and all other stakeholders
- Facilitating review and approval of all aspects of the initiative by the City Council
- Providing necessary public safety and security services associated with the art installation
- Holding stakeholder meetings
- Wall-related events (ex. launch event)

Next Beverly Hills Committee Support:

- Assisting in stakeholder outreach and developing consensus in the community
- Assisting in the selection of the consultant after the initial RFQ process
- Assisting in the selection of the artist(s)
- Supporting the marketing of the wall, including through social media
- Supporting events that will be hosted in relation to the wall
- Participating as a core stakeholder in the initiative

Initiative Schedule (Tentative):

- Release a Request for Qualifications to identify a Public Art Management Consultant to manage the project, to include:
 - Working with the City and Stakeholders to recommend artists;
 - Assisting the City in contracting with the selected artist(s);
 - Managing the installation of the art, including determination of proper surface material and application;
 - Determining best practices for rotating the art and managing selection and installation of change-outs;
 - Working with the City and stakeholders to incorporate Augmented Reality for all or a portion of the exhibit; and
 - Providing recommendations and working with the City with regards to appropriate public relations activities including but not limited to events and outreach.
- Wall to go up January 2019
- Art installation date: TBD

Marketing: No initial marketing needed. Marketing of stakeholder meetings and future marketing needs will be done using the City's traditional marketing channels.



Next Beverly Hills Incubator

An official initiative of the Next Beverly Hills Committee

Initiative Overview

- Initiative Name:** Next Beverly Hills Incubator (NBHI)
- Tagline:** Empowering local entrepreneurs to startup and thrive™
- Initiative Of:** Next Beverly Hills Committee (NBH), an official City of Beverly Hills Committee
- Established:** February 2018, adopted as an official initiative by unanimous Committee vote
- Initiative Co-Chairs:** Next Beverly Hills Committee members Bradley Cook and Tal Navarro
- Initiative Team:** Various members of the Next Beverly Hills Committee, and other locals
- City Staff Leads:** Pamela Mottice-Muller and Michael George

Mission:

The Next Beverly Hills Incubator seeks to cultivate the next generation of entrepreneurship in Beverly Hills.

Description:

The Next Beverly Hills Incubator is a public service designed to stimulate the business environment in Beverly Hills and help local entrepreneurs develop and “incubate” their business ideas. It seeks to cultivate a community and culture of entrepreneurship in Beverly Hills by offering, as a public service, free entrepreneurship workshops for Beverly Hills residents and businesses as well as those interested in becoming residents of and starting businesses in Beverly Hills. The specific curriculum is facilitated by volunteer local next gen entrepreneurs and consists of a sequence of structured workshops that guide participants through the business startup process.

Target Audience:

Aspiring and current entrepreneurs of all ages and experience levels who are either current or potential residents of Beverly Hills. Current residents are given priority and emphasis in recruitment efforts.

Participation Process:

1. Online application submittal
2. Application review and approval by Initiative Co-Chairs and their Selection Committee
3. Cohort of selected entrepreneurs participate in a series of workshops once per week for four weeks
4. Cohort becomes NBHI graduates at the finale of the four-week workshop series

Program:

- Each workshop is conducted at Beverly Hills-based co-working space Dots Workspace at 113 N. San Vicente Blvd., which generously donates its space to NBHI
- Each entrepreneur develops their business plan through a series of "Business Model Canvas" activities
- Each business plan consists of the business's unique value proposition, mission, target customers, pitch deck, and more

City Support:

- Advertising of program
- Printing of program books
- Printing of workshop handouts and materials, as needed
- Snacks and refreshments
- Basic office supplies
- Funded through City's FY 2018-19 program budget for Business Development activities

Cohorts:

Completed:

- Cohort #1 – April 2018
- Cohort #2 – July 2018

Upcoming:

- Cohort #3 – October 2018

Marketing:

NBHI utilizes the City's and NBH's various marketing channels, including:

- @NextBeverlyHills on Facebook and Instagram
- Printed flyers in public facilities
- Print and online ads
- Marketing channels of NBH's official partners Beverly Hills Chamber and Beverly Hills CVB

Contact: City Manager's Office – (310) 285-2454

