



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 June 5, 2018
1:00 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 Fiscal Year 2018-2019 Beverly Hills Chamber of Commerce Work Plan
- 3) Adjournment


Byron Pope, City Clerk

Posted: May 30, 2018

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, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Chamber of Commerce Liaison Committee

FROM: Logan Phillippo, Senior Management Analyst

DATE: June 5, 2018

SUBJECT: Proposed Fiscal Year 2018-2019 Beverly Hills Chamber of Commerce Work Plan

ATTACHMENTS: 1. Proposed Work Plan
2. Proposed Budget Detail

INTRODUCTION

Prior to the start of each fiscal year, the City Council Chamber of Commerce and Civic Association Liaison Committee, which currently includes Mayor Gold and Councilmember Friedman, meets to discuss Chamber of Commerce work plan items for the upcoming fiscal year. The Council Liaisons make recommendations regarding the Chamber's work plan. Subsequently, the Chamber's work plan, along with any modifications, is presented to City Council at a Study Session Meeting. Work plan items for both the Conference and Visitors Bureau and the Rodeo Drive Committee, along with their corresponding committee's recommendations, are also discussed and approved by City Council at the same Study Session Meeting. The Fiscal Year 2018-2019 Study Session to discuss all three work plans is currently scheduled for June 19, 2018.

Attachment 1 to this report includes the Chamber's proposed work plan document, which has a detailed description of each work plan item and the corresponding requested funding.

Attachment 2 includes a detailed budget breakdown of each work plan item.

DISCUSSION

The City contracts with the Chamber of Commerce to provide a range of economic sustainability programs that reflect City priorities and seek to retain existing businesses and attract new businesses to Beverly Hills. The Chamber's focus is on fostering business-to-business relationships in Beverly Hills and acts as a liaison between the City and business community.

The Chamber's proposed Fiscal Year 2018-2019 Work Plan includes a mix of programming that typically recurs annually as well as new initiatives that reflect current and upcoming City Council priorities. Chamber support for the City's Business Open Later Days (B.O.L.D.) summer programming will be included in a separate agreement specific to summer B.O.L.D. support.

[Discussion Continues Next Page]

Recurring Programming

Recurring programming focused on economic development includes:

- (1) Chamber participation in the annual **New York Business Attraction and Business Mission**;
- (2) Chamber setup and management of 12 **business attraction and retention meetings** between Beverly Hills business owners and the Mayor; and
- (3) Chamber organization and hosting of bi-annual **broker's roundtables** where commercial real estate brokers meet with the City's senior staff to spur discussion on any real estate opportunities that could benefit the community.

Additional programming includes:

- (4) Chamber **support of the City's Economic Sustainability Plan** development. 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. This is a carryover item from 2017-2018.
- (5) Chamber organization of the **Get to Know Your City Program** where businesses meet in the Municipal Gallery with relevant City departments that are available to answer questions related to permitting, taxes, and City services;
- (6) Chamber participation in the **Small Business Development Center Partnership** at El Camino College, which offers one-on-one business counseling and educational seminars;
- (7) Chamber promotion of **Small Business Saturday***, which is a national event founded by American Express that is held on the Saturday after Thanksgiving and encourages customers to shop at small, local businesses.

*The Chamber is considering redirecting this work plan item based on previous program participation; and
- (8) Chamber organization of the **My Beverly Hills** program, which includes monthly networking events at venues across the city and focuses on encouraging Beverly Hills residents to shop local and help businesses impacted by construction projects. While My Beverly Hills is an existing program, the Chamber proposes to intensify its website and marketing efforts to include more frequent blog and social media posts and business profiles.

New Initiatives

The Chamber has proposed five new initiatives for the upcoming fiscal year. These programs reflect City Council priorities as identified for Fiscal Year 2018-2019 and the City's longer-term goal to focus on strategic planning and economic development. These programs include:

- (9) Chamber organization of and participation in a **San Francisco Business Attraction and Retention Mission**, similar to the New York Mission, which would include outreach, preparation and travel to San Francisco for a 1½ day trip. As San Francisco is a home of innovative technology and has several neighborhoods that have emerged with trendsetting stores and restaurants, the Chamber views a trip to San Francisco as an opportunity to expand the City's business attraction efforts;

- (10) Chamber strategic **support for the Beverly Hills Destination Master Plan**. Because the City has tasked the Beverly Hills Conference and Visitors Bureau to develop a Destination Master Plan, the Chamber will provide support as it relates to business outreach and coordination and any needed strategic direction;
- (11) Chamber development and maintenance of an **Economic Development Data Portal** that will include a series of economic development data tools to help existing and prospective businesses gather important statistical indicators that can inform business decision-making. This portal will serve all members of the public and improve upon the City's existing web pages related to economic development data;
- (12) Chamber organization of a **La Cienega Landowner and Property Manager Development Forum** that will focus on revitalization of Restaurant Row near Wilshire and La Cienega Boulevards and the future subway station. The Chamber seeks to gather information and begin development of a vision and consensus for the area that can be incorporated into the wider community vision for the area; and
- (13) Chamber organization of twelve **LA Metro Subway Stakeholder Outreach Meetings**. These meetings will provide a forum for businesses, partner agencies and the City to communicate ongoing information about subway construction and its impact to businesses. Funds for this work plan tem may be subject to reimbursement from Metro.

[Fiscal Impact Continues Next Page]

FISCAL IMPACT

Along with the proposed Work Plan for the upcoming Fiscal Year 2018-2019, the Chamber requests \$323,860 to carry out these programs and initiatives. This current funding request represents a \$63,350 increase from last year’s proposed programming, \$260,510. A summary cost breakdown is provided below. A detailed budget is included as Attachment 2 to this report.

The previous year’s approved budget included (1) participation in the Santa Monica Boulevard Reconstruction Outreach Plan (\$8,575), (2) hosting focus groups for the Economic Sustainability Plan (\$10,085), work for which will carry over into 2018-2019, and (3) B.O.L.D. Holiday outreach support (\$7,850), which has been folded into the My Beverly Hills program.

Work Plan Component	Approved 2017-2018	Proposed 2018-2019
<u>Existing Programs</u>		
New York Business Attraction and Retention Mission	\$109,200	\$109,010
Management of Mayoral Business Retention Meetings	15,300	15,745
Broker’s Roundtables	10,230	10,470
Economic Sustainability Plan Support	10,285	Carryover
Get to Know Your City Program	12,780	13,190
Small Business Development Center Partnership	20,000	20,760
Small Business Saturday	14,710	15,650
My Beverly Hills	51,780	66,720*
Santa Monica Boulevard Reconstruction Outreach Plan	8,575	N/A
Economic Sustainability Plan support	10,085	N/A
B.O.L.D. Holiday Outreach support	7,850	N/A
Subtotal	\$260,510	251,545
<u>New Programs</u>		
San Francisco Business Attraction and Retention Mission	New	38,425
Economic Sustainability Plan/Destination Plan Support	New	4,450
Economic Development Data Portal	New	10,525
La Cienega Landowner and Property Manager Forum	New	4,910
LA Metro Stakeholder Outreach Plan	New	14,005
Subtotal		72,315
Grand Total	\$260,510	\$323,860

* While My Beverly Hills is an existing program, the Chamber proposes to intensify its website and marketing efforts to include more frequent blog and social media posts and business profiles. B.O.L.D. Holiday outreach support has also been folded into the My Beverly Hills program.

Funding for the Chamber’s Work Plan has historically been included as part of the Policy and Management Department Business Development Program operating budget for business

development services (001013313-734200). If City Council approves the Fiscal Year 2018-2019 operating budget as presented during this year's proposed budget sessions, the Policy and Management Department will have budget will have \$407,500 available for this purpose, leaving approximately \$83,640 for other programs related to economic development planned throughout the year. It is anticipated that between \$50,000 and \$75,000 of additional funding will be carried over from the current Fiscal Year 2017-2018 Business Development Program operating budget for a total of between \$133,640 and \$158,640 of funding for other economic development programs throughout next fiscal year.

RECOMMENDATION

Staff recommends the City Council Liaisons review the Chamber's proposed Work Plan and associated funding request and propose modifications, if any.

The Chamber will discuss discontinuing support for Small Business Saturday program based on feedback from previous years. The Chamber is additionally considering providing support for the City's Small Business Task Force. Staff is seeking direction pans for the Task Force and how the Chamber can best provide its support in this area.

The Chamber and City Staff will incorporate any proposed modifications or comments and present the Work Plan to City Council at the June 19, 2018, Study Session. Afterward, City Council will be presented with a Formal Session Consent Agenda Item recommending City Council approval of the Fiscal Year 2018-2019 agreement with the Chamber.

Attachment 1



CHAMBER
of
COMMERCE

2018-19 Outline of 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 Mayoral Business Retention Meetings
 - C. Broker's Roundtables
 - D. Economic Sustainability Plan (Carryover)

- II. Beverly Hills Business Programming and Development
 - A. Get to Know Your City Program
 - B. Small Business Development Center Partnership
 - C. Small Business Saturday*¹
 - D. My Beverly Hills

- III. New Initiatives
 - A. San Francisco Business Attraction and Retention Mission
 - B. Destination Master Plan Strategic Support
 - C. Beverly Hills Economic Development Portal
 - D. La Cienega Landowner and Property Manager Forum
 - E. LA Metro Subway Stakeholder Outreach Meetings

Work Plan Component	Time Frame (July 2018-June 2019)	Cost	2017-2018 cost
IA. New York Business Attraction and Retention Mission	Year-round (Mission: Oct. 29-Nov. 2)	\$109,010	\$109,200
IB. Management of Mayoral Business Retention Meetings	Year-round	\$15,745	\$15,300
IC. Broker's Roundtables	December 2018 & June 2019	\$10,470	\$10,230

¹ Due to feedback and the planned workload for 2018-2019, the Chamber suggests discontinuing this program for the coming fiscal year. The item is being left in the program for discussion at the meeting.

ID. Economic Sustainability Plan	Year-round	N/A (Carryover from 2017-2018)	\$10,085
IIA. Get to Know Your City Program	Year-round	\$13,190	\$12,780
IIB. Small Business Development Center Partnership	Year-round	\$20,760	\$20,000
IIC. Small Business Saturday	Nov. 24, 2018	\$15,650	\$14,710
IID. My Beverly Hills	Year-round	\$66,720	\$51,780
IIIA. San Francisco Business Attraction and Retention Mission	Spring 2019	\$38,425	N/A
IIIB. Destination Master Plan Strategic Support	Year-round	\$4,450	N/A
IIIC. Beverly Hills Economic Development Portal	Year-round	\$10,525	N/A
IIID. La Cienega Landowner and Property Manager Forum	Winter 2019	\$4,910	N/A
IIIE. LA Metro Stakeholder Outreach Plan	Year-round	\$14,005	N/A
IIIF. Small Business Task Force	Year-round	TBD	N/A
TOTAL		\$323,860	*260,510 (including items not continued for 2018-2019)

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 expand business to Beverly Hills with a continued focus on innovative and dynamic restaurants and retail businesses that do not exist in Beverly Hills. To maintain and foster relationships with key existing businesses in Beverly Hills that are important to the City's economy.

Description of New York Mission and Results to Date

For the past 16 years, the City of Beverly Hills, Chamber of Commerce 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 2017-2018, the Chamber scheduled a total of 24 business meetings over 3 days with a wide-cross section of businesses, including innovative restaurants and retailers. 19 of those meetings were for business attraction and 5 for business retention. The visits included high end restaurants such as Balthazar (French) and Aska (Nordic) and more casual, innovative cuisine including Indikitch (Indian fast-casual) and Spot (Dessert Bar) as well as innovative retailers such as Fueguia 1833 (Argentinean perfumes) and Tomorrowland (Japanese clothing).

The visits proved successful, as many of the companies based in New York expressed a strong interest in expanding to Beverly Hills and the visit helped put the City more squarely in their plans. For example, the founding partner of the workout studio Tone House, which has a very devoted following in New York, visited Beverly Hills in January 2018 and was given a tour of potential commercial spaces by the Chamber and a commercial broker. They are now in follow up discussions about potential spaces. The Argentinean perfume store Fueguia 1833 and Indian fast casual chain Indikitch both expressed a strong interest in exploring a Beverly Hills location and plan on looking at possibilities later this year. The delegation was also impressed by the dessert bar Spot and famed French restaurant Balthazar and the Chamber continues to reach out to explore future opportunities with them. The Chamber has followed up with every company visited and is in continuing conversations with about half of them about future plans.

With regard to business retention meetings, the Chamber and City gathered important updates, nurtured key relationships and obtained important wins for the City. For example, the delegation met with the CEO of Gucci, Susan Chokachi, and secured a commitment that they would participate in the City's B.O.L.D. campaign to enhance nightlife in Beverly Hills. The delegation also met with the President of Saks 5th Avenue who reported that business is going well at their flagship in Beverly Hills and is looking at expanding and making renovations at their Beverly Hills store, a sign that they have a long-term commitment to the area.

The Chamber also continues to follow up on leads from past trips. For example, luxury men's shoes company Paul Evans visited Beverly Hills and looked at properties in 2017 and the

Chamber continues to engage in dialogue with them about a potential presence in Beverly Hills. The Chamber has also continued a dialogue 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 in 2018.

The following are several examples of companies that have recently 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 and opened a 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 opened a café on South Santa Monica Blvd. in Beverly Hills in 2017.
4. Laudree (macarons), was visited in 2011 and opened in 2016 in Beverly Hills.
5. Vosges Chocolate was visited in 2006 and leased space on North Beverly Drive in 2011 (it has since closed).

Description of Planned 2018 New York Mission

For the 2018 New York trip, the Chamber proposes a 4 day trip (3 days of meetings, 1 day of travel) with a continued 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 plans to organize several business retention meetings with key businesses based in Beverly Hills as it did last year.

The Chamber proposes to have about 70 percent of the meetings be focused on attraction and about 30 percent on retention. The Chamber will work with the City to look at businesses that can help support the Council’s priorities in 2018-2019.

This year, suitable dates for the New York Mission include October 29-November 2, 2018. Monday, October 29 will be a travel day with all meetings held on October 30, 31, and November 1. The group will then travel home on Friday, November 2. 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 explore any incentives that could be provided to New York businesses to entice them to come to Beverly Hills.

Metrics

Last year, the New York delegation met with 24 businesses during the course of the 4 day trip. This year, the Chamber will plan to set up between 21 and 25 meetings over the course of 3 days.

The Chamber's goal will be to have at least one business open a location in Beverly Hills in 2019 and to position the City for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2020-2023).

Conclusion

The total cost for this item is \$109,010. A cost breakdown is available in Attachment A.

B. Management of Mayoral 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, typically 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 example, the President of Live Nation Entertainment reported that they are growing out of their current space on Civic Center Drive and looking for additional office space in Beverly Hills. The City was then able to show the company a City owned property that could fit their needs. The Chamber has also been working to identify alternative opportunities. During a meeting with the Italian restaurant Nerano on South Santa Monica Blvd., the group discussed ways to get the restaurant and area more involved in civic life, including the B.O.L.D. Initiative.

The planned program for 2018-2019 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.
- Follow up by Chamber on issues uncovered during the meetings, including programming, real estate and City business regulations.

Testimonials

“I had the pleasure of representing my company Sixt rent a car at the business retention meeting with the Mayor. This was an incredible opportunity to not only meet the Mayor but City and Chamber staff. All attendees showed genuine interest and excitement in my company. I left the meeting knowing that the Chamber of Commerce and City of Beverly Hills are committed to the success of my business.”

Danielle Yount, Branch Manager, Sixt Rent a Car

“As a locally-owned business, the opportunity to meet with the City first hand and discuss opportunities for growth was amazing! It [was] very valuable in that we were able to learn more about the City and working together. We appreciate the chance to consult with City leaders about direct and actionable ways to make our business thrive.”

Mae Badiyan, Director of Business Development, Spa on Rodeo

“It was a pleasure meeting with the City team. It’s a very valuable opportunity both for a local business to be able to forge that personal relationship with our mayoral office and the individuals leading the city, but also for a local business leader to hear firsthand the priorities and interests of that team. I found particularly valuable, our discussion of possible opportunities for collaboration across businesses and fields to support the safety and wellbeing of our community at large. Dr. Gold’s extensive experience in local health care also made for a very enlightening conversation on where Beverly Hills medicine has been and where it’s going. At the end of the day, just knowing that dialogue and partnership between the City and its businesses is a priority for Beverly Hills says volumes about how the City is run and the future ahead. Thank you for the opportunity.”

Michael R. Fiorentino, M.A., SPHR, Director of Operations, K and B Surgical Center

Metrics

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

Conclusion

The total cost for this item is \$15,745. 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. To leverage the knowledge of the brokers to support other City initiatives, such as the New York Business Attraction and Retention Mission.

Description

The Chamber will organize and host two Broker's Roundtable meetings in December 2018 and June 2019. The Roundtables provide an opportunity for the leading commercial brokers and senior officials from the City to gather and share information about new developments in the City as well as the state of the commercial real estate market.

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 averaged 20-25 brokers per meeting.
- Brokers heard a presentation and discussed the City's B.O.L.D. Initiative 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.

- The research company CoStar provided key information about the residential and commercial rental market in Beverly Hills and the greater LA region and noted that the Beverly Hills market overall is very strong.
- The Group engaged in extensive discussions about commercial vacancies and both the brokers and the City learned important information. For example, Devin Klein of BRC Advisors reported that a major British fashion brand is moving into 9533 Brighton Way and that a Mexican restaurant owned by the Baridge Group is moving into the Rodeo Collection. The group also reported that the supply of available commercial spaces was very thin and thus hard to find the right spot for clients.
- The Group discussed the results of the New York Business Attraction and Retention Mission and brokers learned of companies looking for space in Beverly Hills and were provided a one-sheet with the most promising prospects.

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. One area that the Chamber suggests focusing on in the coming year is the relatively high number of commercial retail vacancies and accompanying prices. The Chamber currently invites about 50 brokers to these meetings and continues to develop the invitation list.

Testimonials

"The meeting was great as always is! Lots of good info shared. Always good to have the special guests like you did on the subway and always good of course to have the City people there to give latest updates and answer questions."

Neil Golub, Vice President, CBRE

"I highly recommend this group to anyone who is doing business in Beverly Hills and who wants to build the City up and achieve higher success in Beverly Hills."

Eddie Ha, Sperry Commercial

"These meetings provide an excellent opportunity for City officials and real estate professionals to interact and share information and ideas while working together to [improve] the business environment."

Phillip Klaparda, Dembo Realty

Metrics

Obtain attendance of 20 + brokers to each meeting. Gather information about specific vacancies that can be used to attract companies from the New York Business Attraction and Retention

Mission to Beverly Hills. 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 \$10,470. A cost breakdown is available in Attachment B.

D. 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. This is a carryover item from 2017-2018.

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, 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 up to 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

This is a carryover item from 2017-2018 for which funding has already been allocated – no additional cost will be incurred.

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 an existing pamphlet produced by the Chamber 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.

Beginning in 2016, 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. The program includes two Open Houses at the City for businesses and community members to learn about different City Departments and hear presentations on timely issues. It also includes work on an existing pamphlet titled “A Guide to Opening and Maintaining a Business in the City of Beverly Hills” to help assist businesses based in Beverly Hills.

Highlights from the program include:

- There was strong attendance at the Fall 2017 open house with over 50 attendees. The Chamber partnered with the Building and Owners Association of Greater Los Angeles (BOMA-LA) to drive turnout to the event. Feedback from attendees was that they felt the event was helpful and they enjoyed presentations on the City's Ambassador program as well as on the City's latest Technology Initiatives.
- The Spring Open House took place on May 10, 2018 with approximately 45 attendees from the business community. There were presentations on the City's latest Technology initiatives as well as on the Complete Streets initiative, a raffle with prizes and the opportunity to meet with several City Departments.
- The Chamber distributes a pamphlet that will help guide new and existing businesses in navigating and complying with City laws. The Chamber is in the process of making updates to that pamphlet from last year.

For 2018-2019, Chamber proposes to continue the "Get to Know Your City" program in its present form. 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 houses, 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.

The Chamber has partnered with BOMA-LA to help drive turnout by property managers and owners at the open houses. As such, in consultation with BOMA-LA (and potentially any other partners who want to participate), the Chamber proposes to tailor part of one or more of the open houses towards local property managers to help them learn about resources, important contacts and solutions to important commercial building challenges. This Open House will include other presentations and be open to the entire community.

Along with the Open Houses, the Chamber proposes to update and revise as appropriate a pamphlet it initially 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.

Testimonials

"The 'Get To Know Your City Program' was great, I really liked it. First, because of the great transparency of city officials, various departments, and projects to the general public. I think [it] was fascinating to meet everyone first hand and have face-to-face conversation. Second, I got to

meet Chad again, and was able to follow up in person since earlier meeting. The entire event was tremendous... thanks again for organizing it, and looking forward to more events like it."

Kaveh Farshad, Principal, Score Parking Now

"To whom it may concern,

I found the 'Get To Know Your City' Open House at the Beverly Hills City Hall to be not only welcoming and refreshing but a tremendous source of information on the services available to residents and business owners in Beverly Hills.

As a brand new business owner events like this are invaluable to understand both the community and the marketplace.

I'm looking forward to future events!"

Alaleh "Allie" K. Selkirk, Ph.D.
Licensed Clinical Psychologist
President, Introspection Beverly Hills, APPC

Metrics

Execute two Get to Know Your City Open Houses with 50 + attendees and revise the pamphlet titled "A Guide to Opening and Maintaining a Business in the City of Beverly Hills."

Conclusion

The total cost for this item is \$13,190. A cost breakdown is available in Attachment B.

B. Small Business Development Center Partnership

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 Sixt Rent a Car, Ortiz Consultant Solutions and Marc Maretsky Insurance Services.

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, and 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 2018-2019 year, the Chamber proposes to continue the same program with one on one coaching and 12 educational seminars (one per month) and some additional funds set aside for expert speakers on particular topics. The programming is targeted towards Beverly Hills businesses and Beverly Hills residents with business consulting needs.

Testimonials

"My name is Naima Blasco, owner of Boutique Concierge and member of the Beverly Hills Chamber of Commerce since June of 2017. One of the things that I find more challenging as a new business owner is to acquire clients, so I decided to sign up for a one-on-one consultation with Deborah Deras from SBDC through the Chamber. She took the time to take me through social media and network events where I could potentially meet other business owners who work with the same type of client I'm constantly looking for. She went beyond and put me in touch with a realtor who's the founder of a small network group of 'hungry movers and shakers' (as he likes to call us) entrepreneurs in Beverly Hills. My network has grown since then and I would have never known this gentleman hadn't it been for the Chamber. I'm very grateful to the Beverly Hills Chamber of Commerce and SBDC for the opportunities that they're constantly offering to business owners."

Naima Blasco, Boutique Concierge

"I just joined the Beverly Hills Chamber of Commerce and signed up for the Social Media Strategy 101 Course. I was expecting a run-of-the-mill social media strategy... the kind where you struggle to stay awake once the speaker gets technical. Deborah [Deras] destroyed those expectations and kept my attention focused on her program for the entirety of the event. I have downloaded her ebook and I am already implementing her social media strategies."

Addison Stansfield, Avon Rental Car, Beverly Hills Business

Metrics

Conduct 12 Business Needs 2 Know events and facilitate approximately 60 one on one meetings with a business development consultant for local businesses.

Conclusion

The total cost for this item is \$20,760. A cost breakdown available in Attachment B.

C. Small Business Saturday

Overview

Small Business Saturday (SBS) 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 2018, generating revenue for Beverly Hills small business and by extension tax revenue for the City.

Description

SBS 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 SBS in November 2018 (November 24). The Chamber has developed a relationship with the national agency that provides all branded materials for SBS and offers constructive criticism to make the day even more successful.

Highlights of the 2017 Beverly Hills Small Business Saturday Campaign, November 26, 2017, include the following:

- Produced two launch events leading up to SBS including an evening mixer at The Stinking Rose in conjunction with the My Beverly Hills program hosting over 100 people and a Networking Breakfast at Auto Vault Storage hosting over 75 people.
- Produced a Rally prior to the annual Walk with the Mayor, to kick off Small Business Saturday the morning of November 25, 2017 in Beverly Canon Gardens hosting over 50 people. It included the official Proclamation of Small Business Saturday in Beverly Hills by Mayor Lili Bosse, an address from the Mayor, as well as the Chamber CEO, Todd Johnson. The event featured complimentary Small Business Saturday materials; breakfast pastries, coffee and water from Sweet Beverly.

- Produced a Walk with the Mayor on Small Business Saturday. Mayor Lili Bosse, Chamber of Commerce members, ambassadors and many other community members visited 8 separate locations (including Sweet Beverly, Laduree, Nate 'n Al Delicatessen, Le Mervetty, Gratitude Beverly Hills, Edelweiss Chocolates, Pussy and Pooch Pet Lifestyle Center, and Alfred Beverly Hills) including over 70 people on the walk.
- The Chamber passed out collateral to residents and visitors at the Beverly Hills Farmers Market, November 12, 2017.
- Website, e-communication and social media campaign, including (1) Exclusive page on the BH Chamber website (2) Homepage pop-up banner ad (11/22-11/25) (3) Included in the exclusive calendar in four newsletters leading up to event (4) One ad in four newsletters leading up to event (5) Two exclusive eBlasts sent out leading up to event (6) Staffing of BH Farmers Market – about 50 interactions and (7) Numerous social media posts leading up to event.
- Received press coverage by The Beverly Press (11/23/17), Beverly Hills Courier (11/24/17), and three editions of Beverly Hills Television.
- According to the American Express Small Business Saturday website, shopsmall.com, several hundred Beverly Hills City businesses were registered

For the 2018 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 and My Beverly Hills program)
- 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 participation of Beverly Hills businesses in SBS, execute rally with 50 + attendees, and coordinate 8-10 business visits during the Walk with the Mayor program.

Conclusion

The total cost for this item is \$15,650. A cost breakdown is 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.

Objective

To connect residents to businesses and to encourage residents to shop in Beverly Hills. To highlight and assist businesses adjacent to construction of the Purple Line Subway along Wilshire Boulevard.

Description

The My Beverly Hills program has been in existence for several years with a focus on encouraging Beverly Hills residents to shop local and help businesses impacted by local construction.

This year, the Chamber has again organized monthly networking programs at venues across the City. The programs have been well attended and continue to grow in popularity and attendance over time. The Chamber received over 300 RSVP's for nearly every event and the monthly programs are typically attended by between 75 and 100 people. Venues have included Lawry's, Heritage Wine Bar, The Flats Restaurant and Laduree. The programs have placed particular emphasis on helping businesses impacted by construction due to the North Santa Monica Blvd. Reconstruction Project and Purple Line Subway Extension. The Chamber has received positive feedback from those business about the help the My Beverly Hills program has provided.

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 that promotes City events, provides construction and other updates and promoted each Walk with the Mayor. The Chamber has also been researching, compiling and placing complimentary profiles of Beverly Hills businesses on the My Beverly Hills site.

For 2018-2019, the centerpiece of the My Beverly Hills Program will continue to be a series of 12 programs, one every month from July 2018 through June 2019, 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 Chamber proposes to re-focus the program on helping businesses impacted by construction near Section 2 of the Purple Line Subway, as work in that area is expected to intensify in 2018-2019. For example, the My Beverly Hills program will focus much of its efforts on business located along Canon, South and North Beverly Drive and Wilshire near construction of the subway station at Wilshire at Reeves Drive. Additionally, the Chamber plans to use the My Beverly Hills program to help support the City's B.O.L.D. initiative by planning mixers in conjunction and support of City activities.

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. The events will include both members and non-members of the Chamber.

Each program will also highlight the 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.

This year, the Chamber proposes to intensify its website and marketing efforts to help businesses impacted by construction, particularly in regards to Section 2 of the Purple Line Subway, as well as businesses throughout the City. This effort will include more frequent blog and social media posts and business profiles, time spent outreaching to the community in person and online to develop more subscribers and attendees, and driving greater awareness of the benefits of the My Beverly Hills program as a whole. The additional activity is specified in detail under the “Metrics” section.

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.
- Weekly profiles of Beverly Hills businesses.
- 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.

The additional activity proposed for 2018-2019 is specified in detail under the “Metrics” section.

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 the LA Metro Purple Line Subway, to announce and promote City of Beverly Hills programs, and to make other important announcements.

The Chamber proposes to include a discretionary parking allowance to defray the cost of parking for attendees.

Testimonials

“Thank you for the great MyBH Program. I am a resident, and my husband also works in BH. It gives us an opportunity to meet our neighbors and learn more about local businesses. It’s a great opportunity for the business to showcase their products and services. We think it also promotes community spirit. Great job!” - Lanna Solnit, Beverly Hills Resident

“I have attended several events hosted by MyBH and found them a really good way to meet a diverse group of people. These events are a terrific avenue for networking for business and personal reasons and to enjoy well organized events that bring people together in a relaxed and beneficial atmosphere. I have made some great connections - and also new friends. The raffles and giveaways are a nice touch - and always appreciated. A hearty thanks for all of your efforts in organizing friendly gatherings via your enjoyable social mixers and happy hours that present an environment conducive to cementing important relationships.” – Rita Sottile, Beverly Hills Resident

“I always find My Beverly Hills experiences a nice way to spend a couple hours in the community. I have attended many My Beverly Hills events. They are enjoyable and a fun way to meet new people and residents while visiting restaurants and other businesses throughout Beverly Hills. I recommend them highly.” - Marc Maretsky, Beverly Hills business owner

“I want to thank you for the opportunity to participate in the MY Beverly Hills program. It has been invaluable and wonderful at the same time. I have become acquainted with or been introduced to new businesses in our community that would not otherwise have made it onto my radar. Connecting in a manner that benefits our community is a tremendous asset. By mixing in a friendly and casual environment, the high-pressure sales pitch is eliminated. From chiropractors to wine sellers I have not only enjoyed services from businesses I met at a MY Beverly Hills program event, but also referred others to these businesses.

Among the creative ways this program highlights business includes a raffle. At one such mixer, I was lucky enough to win a chiropractic pillow. I immediately posted on social media a photo of

the event, the raffle and the business owner. I received many inquiries for the weeks to follow about the raffle item and how I enjoyed it. Then I was asked where one could purchase it. This is one small example of the ripple effect of the program in the business community. Another example is early on when an event was hosted by a new business Pussy and Pooch. The business was new and relatively unknown. But the visibility and affection earned at that event created devoted customers instilled with a sense of trust and familiarity. In addition, I have had the opportunity to sample food and beverage offerings at new restaurants in town where we returned only because we sampled in the program at little to no risk.

Passing out business cards is simply the tip of the iceberg. As you can see these introductions in a safe and fun environment create lasting economic and social benefits in Beverly Hills. Thank you again for your efforts and for the continued exposure to what is old and what is new in Beverly Hills.” - Cathy Baker, Beverly Hills Resident

“I have found the My Beverly Hills program to be a fantastic way to network, as well as to learn more about my city, its workings, and its merchants and businesses. I have enjoyed and made great contacts at the My Beverly Hills Mixers. The Chamber staff do a wonderful job of putting events on, and I highly recommend attending. The events that I have attended are not only beneficial to my business, but are fun and interesting, too. It is a terrific program, and I hope it continues to grow.” - Janine Gershon, Beverly Hills resident

“My Beverly Hills is a great program organized through the BH Chamber of Commerce. As a Chiropractor and new small business owner in the area it has been very beneficial for my practice. Attending the FREE monthly events held at various locations throughout the city has been a wonderful way for me to get the word out about my office and services I provide. It's also been a great way to connect with the Beverly Hills residents and other business owners in the community that I wouldn't typically be introduced to at other networking events.” – Dr. Allison Adams | Chiro Life Family Wellness, Beverly Hills business

“I am writing to thank you for all of your great work, on behalf of Pharmacy Integrative Pharmacy in Beverly Hills, with the My Beverly Hills program. This program is essential and provides a wonderful way for merchants to reach residents in Beverly Hills. As a new retail store, Pharmaca has benefited from our association with your wonderful program. I also want to thank you for your helpful assistance and continued support. You are extremely professional and working with you has been a pleasure. You are an important and integral part of My Beverly Hills.” – Sharon Levinsohn | Pharmaca, Beverly Hills business

“The My Beverly Hills program is amazing! The program has helped reach out to residents and businesses by promoting our new menu items along with our new store hours. The program has helped the Beverly Hills store expand our social following.” – Armando | Sharky's Woodfired Mexican Grill, Beverly Hills business

Metrics

- Organize and execute twelve My Beverly Hills programs (one every month) at Beverly Hills businesses with a non-exclusive focus on the area of Wilshire and Beverly Drive impacted by the LA Metro Purple Line Subway construction. Highlight one block of businesses in advance of the event, encouraging shopping and special deals. Use the programs to support the City's B.O.L.D. Initiative. Average between 75 and 100 attendees per event (space permitting).
- 200 + social media posts (an increase versus 100 + last year) regarding the My Beverly Hills program, important news items and upcoming programs.
- Added this year - weekly profiles of businesses in Beverly Hills with a focus on businesses impacted by subway construction and including video and other social media links as appropriate.
- Added this year – additional outreach to business neighborhoods to encourage involvement in the program, via bi-weekly “walk the block” outreach.
- Increase the My Beverly Hills subscriber basis from approximately 4,000 to 5,000 people, resulting in an overall reach of over 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, and other community programs.

Conclusion

The total cost for this item is \$66,720. Please see the attached cost breakdown in Attachment B.

III. New Initiatives

A. **San Francisco Business Attraction and Retention Mission**

Overview

Outreach, preparation and travel to San Francisco for a 1 1/2 day trip to attract select businesses to Beverly Hills.

Objective

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

Rationale for the Trip

The City of San Francisco and the surrounding Bay Area is a center of innovation and exciting new trends, products and concepts. It is also an entry point for many businesses from the Pacific Rim and from Latin America in particular. The Chamber views a trip to San Francisco as an opportunity to expand the City's business attraction efforts and increase the City's visibility to key businesses thinking of expanding to Southern California.

For example, the Michelin Guide, an authoritative guide to restaurants, awarded stars to 55 restaurants in northern California in its latest edition, the second most in the United States behind New York. Michael Ellis, international director of the Michelin Guide, stated in 2016 that "We just see the San Francisco Bay area continuing to become an even more exciting dining destination." He added that "You have a lot of chefs using fantastic local ingredients and using cooking techniques from all over the world, especially Asian influences." The City also has a wide ranging and diverse retail scene, from high end shopping in Pacific Heights to trend setting stores throughout the City.

San Francisco is also a home of innovative technology and other companies such as Apple, Facebook, Amazon and others. Such businesses might be interested in an office location as Google and AOL have done in Beverly Hills or a retail location for their business. The San Francisco Chronicle recently noted the wide variety of technology innovations that can be experienced in retail, restaurant and other locations around the area.

<https://www.sfchronicle.com/business/article/Tech-tourism-Where-to-try-out-Silicon-Valley-5-11290002.php> The Chamber believes there are opportunities to bring new experiences to Beverly Hills that can provide additional reasons for visitors, residents and businesses to enjoy the area and bring in revenue. For example, the Tech Museum of Innovation <https://www.thetech.org/> in San Jose could be interesting to approach about a pop up or temporary exhibit here in Beverly Hills.

The Beverly Hills Conference and Visitors Bureau already takes a trip to San Francisco for travel tourism. Therefore, the Chamber proposes to coordinate a joint trip as it has done with the New York Business Attraction and Retention Mission.

Description of Planned Spring 2019 San Francisco Mission

The Chamber proposes a 1 ½ day trip, with the delegation arriving the night before for a potential reception or joint meeting with the CVB and then proceeding on to a full day of business meetings (8-10) before returning home at the end of the day. The meetings would focus on innovative restaurants and retailers that would bring a new element to Beverly Hills as well as innovative companies looking for office space, particularly in the high end technology space. Suitable dates for a trip include March or April 2019 and the Chamber would coordinate with the timing of the CVB trip to confirm an exact date.

The trip will 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 also explore the potential of 1-2 meetings with any corporate offices of existing businesses in Beverly Hills if appropriate. The Chamber could also explore the potential for meeting any dignitaries such as the Mayor of San Francisco.

The Chamber will research key businesses to approach for attraction meetings in San Francisco and the surrounding Bay Area. As in prior years, the Chamber will arrange and coordinate travel logistics and meeting set up.

Metrics

The Chamber will plan to set up 8-10 meetings for the trip. The Chamber's goal will be to have at least one business to open a location in Beverly Hills by 2020 and to position the City for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2021-2025).

Conclusion

The total cost for this item is \$38,425. A cost breakdown is available in Attachment C.

B. Destination Master Plan Strategic Support

Overview

The Beverly Hills Conference and Visitors Bureau is working on a Destination Master Plan to identify strategies to continue to make Beverly Hills a leading destination for tourists and other visitors.

In conjunction with these efforts, the Chamber will be working with the CVB and our partners to strategize regarding members of the steering committee, attend planning meetings (2 hour meetings once a month) and provide any needed strategic direction for development of the written Destination Master Plan.

Metrics

A completed Destination Master Plan in cooperation with the Conference and Visitors Bureau, City of Beverly Hills and other community partners.

Conclusion

The total cost for this item is \$4,450. A cost breakdown is available in Attachment B.

C. Beverly Hills Economic Development Data Portal

Overview

Create a dedicated economic development website portal for the City of Beverly Hills which will provide a series economic development data tools to help existing and prospective businesses gather critical business information.

Objective

To provide a centralized and useful source of economic data for businesses in Beverly Hills or those considering doing business in Beverly Hills.

Description

Calgary-based LocalIntel (<http://www.localintel.co/>) provides an online set of economic development tools and data to help municipalities promote their strengths, share market intelligence and support local business growth. The company, in partnership with local business and civic entities, gathers national, state and local economic data and creates an online site with a full range of economic development data.

LocalIntel has partnered with cities such as Seattle (<https://seattle.ecdev.org/>), Calgary (<https://calgary.ecdev.org/>), Indianapolis (<https://indychamber.ecdev.org/>) and New Orleans to provide these tools.

The Chamber has been in talks with LocalIntel about partnering to provide an economic development online portal for Beverly Hills as there is currently no centralized website or resource for such information. The City and Chamber can choose the number of economic data tools it wants to utilize (out of 12 options – see an example from the City of Seattle at <https://seattle.ecdev.org/>). The data includes information about the number of businesses in the area, taxes and other permitting costs, industry trends, concentration of potential customers, local competition and other key tools necessary to understand the business environment and opportunities. LocalIntel gathers a combination of federal, state and local statistics it then combines to provide this information. The information on the site would be updated quarterly by LocalIntel and would involve some staff work by the Chamber and City to provide local Beverly Hills specific data.

The site would also include a “Why Beverly Hills” area highlighting the City’s appeal and strengths to businesses in the area or those that are considering moving here. The tools can be bundled into an existing website or a separate micro-site can be created.

The main benefit of this platform would be that the City, Chamber and business community would have a centralized and easily accessible resource for economic and business data that they can use to help their business or to encourage them to move here.

The Chamber proposes that 8 of these economic development data tools be utilized and be available as part of the Chamber's website. The Chamber would manage the contract with LocalIntel and gather economic data through the City or elsewhere necessary for the site. LocalIntel has offered a 50% discount for the first year of service.

The end product would be an economic development website portal for the City of Beverly Hills.

Metrics

Create an online economic development data platform for the City of Beverly Hills to provide the Beverly Hills business community with a centralized, clear source of economic data for the area.

Conclusion

The total cost for this item is \$10,525. A cost breakdown available in Attachment B.

D. La Cienega Landowner and Property Manager Development Forum

Overview

With the development of the Purple Line Subway Extension in Beverly Hills, there will be an exciting opportunity for revitalization of "Restaurant Row" and adjacent area near Wilshire and La Cienega Blvds. Conduct a program that will provide feedback to the Mayor's Strategic Planning Committee on ways to revitalize the street and plan for the area when the Purple Line Subway is complete.

Objective

To develop a business vision for the area and to provide feedback to the Mayor's Strategic Planning Committee about how best to plan in preparation for the Purple Line Subway.

Description

The Los Angeles County Metropolitan Transportation Authority (LA Metro) is building a subway (the Purple Line Subway Extension), primarily under Wilshire Boulevard, that will run through Beverly Hills. One of the two stops for the subway will be at Wilshire and La Cienega Blvds., which is projected to open at the end of 2023/beginning of 2024.

The area north of Wilshire Blvd. is famed as "Restaurant Row" and contains many of the City's biggest and most signature restaurants such as Fogo De Chao and Lawry's The Prime Rib. There are also several sites that have been the subject of potential development, including the current site of The Stinking Rose and the property that formerly was occupied by Benihana's. The area south of Wilshire Blvd. has a mix of medical, retail and office space.

The Chamber proposes to organize and execute a forum for property owners and managers along La Cienega Blvd. The purpose of the forum is to (1) understand current conditions along the street from the perspective of the owners; (2) discuss the impacts of the future subway and how to drive business and development; and (3) begin the process of working with landowners/developers on a vision and consensus about how the area should look in the future when the subway is complete. The feedback from the forum can then be relayed to the Mayor's Strategic Planning Committee for use in their deliberations. The City, Chamber and other partners could use the information and insights gained from this meeting as part of a discussion with other stakeholders, including residents.

Metrics

Convene a forum of landowners and property managers on La Cienega from Charleville to Clifton Way. Gather information and begin development of a vision and consensus for the area that can be incorporated with the vision of other community members and the City. Communicate takeaways from the forum to the Mayor's Strategic Planning Committee.

Conclusion

The total cost for this item is \$4,910. A cost breakdown available in Attachment B.

E. LA Metro Subway Stakeholder Outreach Meetings

Overview

The Chamber will convene major stakeholders at a series of meetings to discuss the details of the construction of Section 2 of the Purple Line Subway extension, develop feedback on ways to minimize disruption to businesses and develop a mechanism for the City and businesses to work together to respond to specific concerns as they arise.

Objective

To provide a forum for businesses, partner agencies and the City to communicate ongoing information about details of the project and how it will impact businesses.

Description

The Purple Line Subway Extension involves construction of a several mile subway primarily along Wilshire Blvd. Section 2 of the project includes a subway stop at Wilshire and Reeves Drive in the heart of the City.

Because of the nature and location of the construction, there is significant concern about the impact to businesses. This is particularly crucial because the businesses that will be impacted are

in the City's Golden Triangle, along Wilshire Blvd, and along South Beverly Drive, the heart of the City's commercial activity.

For 2018-2019, the Chamber proposes to organize a series of up to 12 stakeholder meetings, to be attended by key business stakeholders surrounding the construction, the City, the Chamber, Conference and Visitors Bureau, and Rodeo Drive Committee. The meetings will serve as a forum for the major stakeholders to communicate with each other, discuss key issues with construction timing and impact, and collaborate on any steps to further reduce the impact to the community. Key stakeholders to be invited to the meetings include the Beverly Wilshire Hotel, Montage Hotel, Hotel Sixty, Spago, AKA Beverly Hills, 2 Rodeo, banks and other offices directly on the alignment and landlords of buildings along or adjacent to the alignment. The Chamber will report back on findings and any recommendations from these meetings.

Metrics

Gather major stakeholders in one location and with input from businesses, determine methods of mitigating the impact to businesses during construction. Respond to inquiries and complaints received during meetings and develop a strategy for implementing solutions in partnership with the City and stakeholders.

Conclusion

The total cost of this item is \$14,005. Please see the attached cost breakdown in Attachment B.

Attachment 2

2018 Beverly Hills Chamber of Commerce New York Business Attraction and Retention Mission

Attachment A

	Hard costs		Labor		Total Cost
		(costs)	(hours)	(costs)	
Timeline: July 1 - Oct. 28, 2018					
Planning & Preparation					
Purchase periodicals for NY research	\$500				\$500
Arranging Logistics Relating to Travel/Luncheons/Hotel Block			20	\$3300 (@20 hours of director work)	\$3,300
Attraction and Retention Candidate Research, Selection, Presentation & Outreach				\$29,600 (@10 hrs. - CEO, 150 hrs - Director, 10 hours - Manager, 25 Hours Program Coordinator)	\$29,600
Schedule Development/Appointment Coordination & Binder Prep				\$16,270 (@2 hrs. - CEO, 80 hrs. - Director, 2 hrs. - Manager, 40 hours - Program. Coord.)	\$16,270
Prepare new business attraction materials as needed, including descriptions of key neighborhoods			124	\$1,860 (@ 10 hrs. - Director, 2 hrs. - Manager)	\$1,860
Stationary/Telephone/misc. supplies	\$500				\$500
CFO budgetary review/reconciliation			10	\$1,850 (@ 10 hrs. - CFO)	\$1,850
Hour totals			371		
Category Subtotals	\$1,000				\$53,880
Timeline: Oct. 29 - Nov. 2, 2018					
Mission Supervision & Coordination					
Hotel	\$4,500				\$4,500
Airfare	\$1,600				\$1,600

On-Site Organization/Coordination/Execution			80	\$16,010 (@ 40 hrs. - CEO, 40 hrs. - Director)	\$16,010
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		80			
Category Subtotals	\$10,550			\$0	\$26,560
Timeline: Nov.-Dec. 2018					
Post - trip follow up					
Follow-up with targets/attendees			45	\$6925 (@5 hrs - CEO, 35 hrs. - Director, 5 hrs. - Manager)	\$6,925
Evaluate and track results			12	\$2,110 (@ 2 hrs - CEO, 10 hrs. - Director)	\$2,110
Create & present report to city officials			20	\$3625 (@ 5 hrs - CEO, 15 hrs. - Director)	\$3,625
Postage/follow-up hard costs	\$100				\$100
Hour totals		77			
Category Subtotals	\$100			\$0	\$12,760
Timeline: Jan. - June 2019					
Ongoing Follow-up and research					
Ongoing research into business attraction			45	\$7125 (@ 40 hrs - Director, 5 hrs. - Manager)	\$7,125
Ongoing database updating			22	\$2,910 (@ 10 hrs. - Director, 12 hrs. - Program Coord.)	\$2,910
Follow-through with attraction candidates, including tours	\$100		35	\$5775 (@ 35 hrs - Director)	\$5,775
Hour totals		102			
Category Subtotals	\$100			\$0	

**Beverly Hills Chamber of Commerce - City Work Plan Initiatives, FY 2018-19
Attachment B**

	Hard costs		Labor		Total Cost
		(hours)	(costs)		
Timeline: Year-round					
Management of Mayor Business Retention Meetings					
Coordination of 12 business meetings with businessses including creation of printed materials, scheduling, researching attendees, follow up projects as needed to assist companies; prepare summaries of meetings and action items, etc.				\$15,345 (@50 hrs - Director, 24 hrs. - CEO, 15 hrs. - Manager)	\$15,345
Printing costs/travel costs/light hospitality	\$400				\$400
Total					\$15,745
Timeline: Winter 2018 & Summer 2019					
Broker's Roundtable					
Winter 2018 Roundtable		Hours	Costs		
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance and follow up				\$5,085 (@ 5 hrs. - CEO, 24 hrs. - Director)	\$5,085
Minutes/supplies/refreshments	\$150				\$150
Summer 2019 Roundtable					\$5,235
Meeting set-up, preparation of agenda, marketing of event coordination of speakers and content, attendance and follow up				\$5,085 (@ 5 hrs. - CEO, 24 hrs. - Director)	\$5,085
Minutes/supplies/refreshments	\$150				\$150
Total					\$10,470
Timeline: Fall 2018 & Spring 2019					

Get to Know Your City Program			
Fall 2018 Open House			
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance and follow up			
Minutes/supplies/refreshments	\$150	31 Director, 5 hrs. - Manager)	\$4,945 \$150 \$5,095
Spring 2019 Open House			
Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance and follow up			
Minutes/supplies/refreshments	\$150	31 Director, 5 hrs. - Manager)	\$4,945 \$150 \$5,095
Revision as needed of digital pamphlet on "Doing Business in the City of Beverly Hills"		20 - Manager)	\$3,000
Total			\$13,190
Timeline: Year-round			
Small Business Development Center			
Annual Cost of Services provided by SBDC (matched by State of California for total of 16k)	\$8,000		\$8,000
Additional discretionary funds for select speakers	\$500		\$500
Management of program, including creation and meetings to discuss meeting content, managing meeting dates and times, marketing of program through Chamber and other channels, and managing program and consultation registrations	\$400	95 hrs., Program Coor.)	\$11,860 - Director, 48 hrs. - Manager, 12 \$12,260
Benefits of Partnership (& Costs):			
On-site and Phone Business Consultants			
Monthly Seminars at Board Room			
Conf. Room Rental (Consulting Sessions & Seminars)			
Misc. Staff Administrative time			

Small Business Development Center	\$20,760
Small Business Saturday	\$15,650
My Beverly Hills	\$66,720
Destination Master Plan Strategic Support	\$4,450
Beverly Hills Economic Development Portal	\$10,525
La Cienega Landowner and Property Manager Development Forum	\$4,910
LA Metro Subway Stakeholder Outreach Meetings	\$14,005
Grand Total	\$176,425

**2019 Beverly Hills Chamber of Commerce San Francisco Business Attraction and Retention Mission
Attachment C**

	Hard costs		Labor		Total Cost
		(costs)	(hours)	(costs)	
Timeline: June 30- Spring 2019 Planning & Preparation					
Purchase periodicals for research of San Francisco Business Prospects	\$200				\$200
Arranging Logistics Relating to Travel/Luncheons/Hotel Block			10	\$1,650 (@ 10 hrs. - Director)	\$1,650
Attraction and Retention Candidate Research, Selection, Presentation & Outreach			62	\$8,485 (@ 2 hrs - CEO, 40 hrs - Director, 5 hrs - Manager, 15 hours - Program Coord.)	\$8,485
Schedule Development/Appointment Coordination & Binder Prep			39	\$5,395 (@ 2 hrs - CEO, 25 hrs. - Director, 2 hrs. - Manager, 10 hours - Program Coord.)	\$5,395
Prepare business attraction materials as needed, including descriptions of key neighborhoods			7	\$1035 (@ 5 hrs. - Director, 2 hrs. - Manager)	\$1,035
Stationary/Telephone/misc. supplies	\$400				\$400
CFO budgetary review/reconciliation			8	\$14,80 (@ 8 hrs - CFO)	\$1,480
Hour totals			126		

	Category Subtotals	\$600			
					\$18,645
	Timeline: Spring 2019				
	Mission Supervision & Coordination				
	Hotel	\$800			\$800
	Airfare	\$500			\$500
	On-Site Organization/Coordination/Execution		32	\$6,530 (@ 16 hrs - CEO, 16 hrs - Dir	\$6,530
	Ground Transportation	\$200			\$200
	Business breakfasts/lunches/dinners	\$300			\$300
	Incidentals, supplies, per diem meals, misc.	\$300			\$300
	Hour totals		32		
	Category Subtotals	\$2,100			\$8,630
	Timeline: Spring 2019				
	Post - trip follow up				
	Follow-up with targets/attendees		17	\$2,935 (@ 2 hrs. - CEO, 15 hrs. - Director)	\$2,935
	Evaluate and track results		5	\$825 (@ 5 hrs - Director)	\$825
	Create & present reports to city officials		8	\$1,515 (@ 3 hrs - CEO, 5 hrs - Director)	\$1,515
	Postage/follow-up hard costs	\$100			\$100
	Hour totals		30		
	Category Subtotals	\$100			\$5,375
					30
	Timeline: Spring -Summer 2019				
	Ongoing Follow-up and research				

