Beverly Hills City Council Liaison / Small Business Assistance Task Force Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

BEVERLY HILLS CHAMBER OF COMMERCE  
9400 South Santa Monica Boulevard  
2nd Floor Chamber Boardroom  
Beverly Hills, CA 90210  

Thursday, November 29, 2018  
8:30 AM  

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) Welcome and Introductions  

3) History of the Task Force  
   a. Staff Report from November 6, 2018 City Council Study Session  

4) Purpose of the Task Force  

5) Format/Frequency of Meetings  

6) Open discussion of Small Business Issues, and Potential Resources to Utilize  

7) Potential Areas of Focus  

8) Adjournment  

Lourdes Sy-Rodriguez, Assistant City Clerk  

Posted: November 20, 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, The Chamber Boardroom 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.
Item 3a
STAFF REPORT

Meeting Date: November 6, 2018
To: Honorable Mayor & City Council
From: Laura Biery, Marketing and Economic Sustainability Manager
Subject: Re-Establishment of the Small Business Task Force
Attachment: 1. Memo from Beverly Hills Chamber of Commerce
   2. Staff Report with Update on 2012 Recommendations

INTRODUCTION
This report transmits an update from the Beverly Hills Chamber of Commerce (Chamber) on the re-establishment of the Small Business Task Force. The new Small Business Task Force will begin meeting in late-November 2018. During the first meeting, the new objectives and focus for the Small Business Task Force will be created. The Small Business Task Force is an item on the Chamber’s Fiscal Year 2018-19 Work Plan that was approved by the City Council on July 17, 2018.

DISCUSSION
In July 2011, in response to concerns about the high retail vacancy in Beverly Hills and the suggestion from Mayor Gold, a Small Business Task Force (Task Force) was formed to evaluate what the City of Beverly Hills could do to retain and attract small businesses as well as continue to provide a favorable business environment. Task Force members of the original Small Business Task Force were selected by nomination from each Councilmember.

The Task Force established the following objectives during its term:
   1. Review current retail and office business vacancy rates in key commercial areas;
   2. Identify existing challenges for keeping small businesses in Beverly Hills and barriers to bringing new small businesses into the City;
   3. Review best practices of programs for small businesses in other municipalities;
   4. Develop options based on analysis and assessment of feasible solutions to overcome identified barriers; and
   5. Provide recommendations, based on the options evaluated, to the City Council, for programs to attract and retain small businesses in Beverly Hills.

On March 6, 2012, the Task Force made several recommendations to the City Council and identified existing barriers to small business retention and attraction. The Task Force grouped the barriers into five categories:
Meeting Date: November 6, 2018

- **Physical** – improvements to City assets and infrastructure;
- **Experience** – enhancing street level experience for pedestrians and patrons;
- **Process** – improvements to the City's permitting and development review process;
- **Economics** – exploring financial incentive programs for small business; and
- **Local Preferences** – implementing programs that emphasize “buy local.”

At the December 4, 2012 City Council Meeting, an update on the status of the implementation of the recommendations was provided to the City Council (Attachment No. 2). The Task Force continued to meet from 2012 through 2016 as a sounding board on small business items.

As part of the City Council approved Fiscal Year 2018-19 Work Plan, the Chamber was tasked with re-establishing the Small Business Task Force. On September 24, 2018, the existing City Council Liaison/Small Business Task Force (consisting of Mayor Gold and Councilmember Bosse) met with Chamber staff and City staff to discuss next steps for re-establishment of the Small Business Task Force.

Following the City Council Liaison Meeting, the Chamber provided a list of potential Task Force members and began outreach to those individuals to gauge interest and availability for participating in the Task Force. A list of individuals that have been confirmed as well as alternates is included in Attachment No. 1.

Task Force Meetings will be held approximately once a month at the Chamber offices with the first meeting anticipated to occur on November 29, 2018. At times, it is anticipated the Task Force members will meet without the City Council Liaisons present and will serve as more of a “Focus Group for Small Business Owners.” An example of this will include one of the Focus Group sessions for the Economic Sustainability Plan. While the previous Small Business Task Force was focused on strategies to attract and retain small businesses, the new Task Force will establish its own objectives and focus as part of its initial meetings. These objectives will then be shared back with the City Council. An outline on the scope and timeline for the Task Force is included in Attachment No. 1 to this report.

**FISCAL IMPACT**

Funding for the re-establishment of the Small Business Task Force was included in the City Council approved Fiscal Year 2018-19 Work Plan for the Beverly Hills Chamber of Commerce. There is no additional fiscal impact associated with this item.

**RECOMMENDATION**

This report transmits the list of proposed members for the Small Business Task Force and requests Council concurrence on the member selection as well as the launch of the Task Force workplan (Attachment No. 1).

[Signature]

Mahdi Aluzri
Approved By
Attachment 1
From: Blair Schlechter, Vice President of Economic Development and Government Affairs, Beverly Hills Chamber of Commerce

To: Laura Biery, Marketing and Economic Sustainability Manager, City of Beverly Hills

CC: Todd Johnson, CEO, Beverly Hills Chamber of Commerce

Date: October 26, 2018

Re: Small Business Task Force Update

The Chamber of Commerce is tasked with reconstituting a Small Business Task Force for the City of Beverly Hills. The general purpose of the task force will be to examine issues to continue to attract and retain small businesses in Beverly Hills.

The Chamber recently obtained approval for a list of members it submitted to the City and has reached out to them to confirm their interest in participating. The following provides an update on outreach to those members and recommendations on next steps.

Small Business Task Force

City Council Liaisons
Mayor Julian Gold
Councilmember Lili Bosse

City and Chamber Staff
Mahdi Aluzri, City Manager, City of Beverly Hills
Laura Biery, Marketing & Economic Sustainability Manager, City of Beverly Hills
Todd Johnson, CEO, Beverly Hills Chamber of Commerce
Blair Schlectic, VP, Economic Development & Government Affairs, Beverly Hills Chamber of Commerce

**Task Force Members**

Jodie Robinson, Owner, Anne Michelle
Shawn Saeedian, Owner, Beverly Hills Market
Sabba Kamal, Owner, Kamal Beverly Hills
James Anderton, Owner, West
Chris Bonbright, Owner, Gratitude
Vicky Mense, Owner, Xi’an
Norbert Wabnig, Owner, The Cheese Store of Beverly Hills
David Laredo, Owner, The Nosh of Beverly Hills
Philippe Blanchet, Owner, Champs Elysees
Shahe & Lena Basmajian, Owners, Robert Burns Wines
Jay Nehouray, Owner, Caravan Rug

The Chamber reached out to several other businesses who were unavailable to participate. The Chamber also has a list of approved alternate task force members who can step in as well.

**Planned Course of Action**

The Chamber plans the following schedule for the Small Business Task Force for the remainder of this fiscal year.

November 2018 – January 2019 – Initial Meeting of Task Force; Develop Goals; Identify Recommendations to Support Small Business Community; Identify Action Items from Previous Small Business Task Force

February 2019 – April 2019 – Develop and Submit Initial Set of Recommendation to Bring to City for Approval; Partner with City to Begin Work on Implementing Approved Recommendations of Task Force; Continue Monthly Meetings to Develop Feedback on Potential Solutions to Recommendations
May – June 2019 – Gather Feedback from Task Force On Steps Taken to Begin Implementation; Gather Further Feedback on Additional Steps to Support Small Business Community; Provide Updated Progress Report on Steps Taken to Implement Recommendations of Task Force

**Recommendations on Next Steps**

The Chamber has tentatively set a first meeting of the Small Business Task Force for Thursday, November 29 at 8:30am at the Beverly Hills Chamber of Commerce
Attachment 2
INTRODUCTION

This report provides an update on the implementation of the Small Business Task Force initiatives that were presented to the City Council on March 6, 2012.

BACKGROUND

In July 2011, in response to concerns about the high retail vacancy in Beverly Hills, then Mayor Barry Brucker appointed Councilmember Gold as Chair of a new task force to examine small business assistance opportunities.

Beginning in August 2011 and over the course of five meetings, the Task Force discussed barriers to small businesses and grouped the barriers into five categories:

- **Physical** – improvements to City assets and infrastructure
- **Experience** – enhancing the street level experience for pedestrians and patrons
- **Process** – improvements to the City’s permitting and development review process
- **Economics** – exploring financial incentive programs for small businesses
- **Local Preference** – marketing programs that emphasize ‘buy local’

After the Task Force identified the barriers and aggregated them by category, staff researched and developed corresponding potential solutions. The solutions were analyzed and assessed for feasibility from both a fiscal and legal perspective. They were then presented to the Task Force for their review and additional recommendations.
Ultimately the Task Force developed a total of twenty-one recommendations for implementation to retain and attract small businesses in Beverly Hills, which were presented to the City Council on March 6, 2012.

DISCUSSION

Following the creation of the Small Business Task Force in 2011, Beverly Hills' retail and office vacancies and quoted rates have continued to improve as shown in the table below. The City utilizes CoStar, a commercial real estate and analytics tool, to identify trends and provide insights into the local Beverly Hills economy.

In particular, retail quoted rates have increased nearly 14% from Q1 2011 to Q3 2012. Office vacancy rates have steadily decreased from 15% in Q1 2011 to fewer than 13% in Q3 2012. It is also worth noting that while the current citywide retail vacancy rate is 12.8%, the retail vacancy rate for the Business Triangle is 3%.

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<thead>
<tr>
<th>Beverly Hills Retail and Office Data</th>
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<td>Office Quoted Rate</td>
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*Citywide retail vacancy rate. The current retail vacancy rate for the Business Triangle is 3%.
Source: CoStar

Several of the more long-standing vacant properties in Beverly Hills have recently signed leases with new retail, restaurant and office tenants. Rodeo Drive is almost entirely leased and Canon and Beverly Drive continue to flourish with new businesses. A sampling of new and anticipated businesses includes:

- **Scoop**, an iconic boutique for men and women, opened a holiday shop at 265 N. Beverly Drive. The store will remain open until early 2013 when it will reopen as the permanent Scoop boutique.

- **D.L. & Co.**, a boutique store that sells candles and specialty gifts, recently opened at 417 N. Beverly Drive.

- **All Saints Spitalfields**, a British men's and women's fashion store, will soon move into 330 N. Beverly Drive.

- **Theory**, a contemporary men's and women's clothing brand, will move into an 8,000 square foot space on Beverly Drive.

- **Alice + Olivia**, a chic women's designer, plans to move onto the 400 block of N. Beverly Drive.
• **Marimekko**, a Finnish textile company, recently opened its first West Coast store at 370 N. Canon Drive.

• **H.O.M.E. (House of Music & Entertainment)**, a premier jazz entertainment venue that serves world class cuisine, recently opened at 430 N. Camden Drive.

• **David Webb**, maker of precious gems and beautiful jewelry pieces, recently opened a store at 9621 Brighton Way.

Following the March 6th presentation to the City Council, the Task Force initiatives were prioritized and several were included in the FY 2012-13 department budgets. Remaining initiatives will be prioritized and incorporated into future fiscal year department budgets and work plans. Initiatives that are in progress or have been completed include:

1. **Physical**
   - **Design and Develop a GIS Parking Demand Model** – the model will predict how changes in parking supply impact overall parking demand and it is scheduled to be completed in December 2012.
   - **Parking Facilities Maintenance** – the FY 2012-13 capital improvement budget includes over $6 million dollars for City parking facility rehabilitation and other projects to ensure quality and cleanliness for patrons.
   - **Conduct Broker Roundtable Meetings** – coordinated by the Chamber of Commerce twice annually, these meetings allow dialogue between brokers, Chamber and City representatives to stimulate business growth. The next roundtable meeting is December 6, 2012.

2. **Experience**
   - **Revitalize Merchant Associations** – as part of their FY 2012-13 work plan, the Chamber is spearheading a Business Improvement District (BID) exploration committee for South Beverly Drive. The City Council allocated $20,000 to the Chamber for this effort.
   - **Visitor Experience Programs** – the new Visitor Center includes a variety of programs including interactive technology to locate hotels, restaurants, and retail stores and new walking tours that cater to visitor interests.
   - **Citywide Wayfinding Signage Program** – the program will enhance visitors' and locals' ability to navigate the city's commercial areas and find desired destinations including the new Visitor Center. Graphic designs and proposed signage locations have been presented to the Conference and Visitors Bureau for feedback and meetings are being scheduled with the Small Business Task Force and the Rodeo Drive Committee. Once stakeholder input is obtained, designs and locations will be brought to the City Council for review and input in January 2013.

3. **Process**
   - **Mayor's Government Efficiency Task Force** – recommendations to improve the City's development review process including increasing discretionary review;
restructuring staffing in the Community Development Department; and implementing a 70-day restaurant express permit program.

4. Economics
   - Financial incentive initiatives will be developed as department work plans and studied in further detail in FY 2013-14.

5. Local Preference
   - Promote Small Business Saturday Program – as part of their FY 2012-13 work plan, the Chamber developed a program in conjunction with the American Express Small Business Saturday Program on November 24, 2012. Program highlights included advertisements in local papers, email blasts, and branded merchandise for small businesses. The City Council allocated $10,000 to the Chamber for this effort.
   - Support Chamber Shop Local Program – the City Council recently allocated $80,000 in funding to enhance the Chamber’s Shop Local Program. Upcoming initiatives include a residential mailing program, promotional collateral, street banners, advertising, social media, and a dedicated website.
   - Promote New Businesses at City Council Meetings – the Beverly Hills Brownie Company was the first new business to be recognized at the August 7, 2012 City Council meeting.

FISCAL IMPACT
The City Council approved funding for the small business initiatives through the adoption of the FY 2012-13 operating and capital improvement budgets. Additional initiatives will be presented for City Council consideration, prioritization and adoption as part of the FY 2013-14 budget process.

RECOMMENDATION
It is recommended that the City Council receive and file the update on the Small Business Task Force initiatives.

Mahdi Aluzn
Approved By