MEETING CALLED TO ORDER

Date / Time:    April 29, 2021 / 10:00 AM

IN ATTENDANCE:  Bob Wunderlich, Mayor; Lili Bosse, Vice Mayor; George Chavez, City Manager; Gabriella Yap, Deputy City Manager; Jeff Muir, Director of Finance; Laura Biery, Economic Marketing Manager; Cindy Owens, P&M Management Analyst; Gabrielle Ressa, Management Analyst; Todd Johnson (BH Chamber); Blair Schlecter (BH Chamber); Daniel Bermudez, (BH Chamber); Lisa Karson, Executive Assistant.

1) PUBLIC COMMENT

Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.

Speakers/Public comment: None.

2) Proposed Fiscal Year 2021-2022 Beverly Hills Chamber of Commerce Work Plan

The focus of fiscal year 2021-2022 will be to support business recovery. The Chamber of Commerce work plan items for the upcoming fiscal year 2021-2022 to support business recovery include the following:

Work Plan Proposal Overview

City contracts annually with the Beverly Hills Chamber of Commerce to provide a range or programs that benefit businesses and residents in Beverly Hills

Program goals include:

- Economic Development
- Beverly Hills Business Programming

Work Plan Goals for 2021-2022

In light of the pandemic, goals of Work Plan have shifted:

- Support Business Recovery from COVID-19
- Quicker business recovery = stronger business revenue = return of revenue flowing to the City
Beverly Hills COVID-19 Business Support and Recovery Program

- Communication in Partnership with City
  - Business Resources Site
  - Surveys
  - Important City communications about COVID-19
- Walk the Neighborhood
  - Greet businesses and understand local conditions for ground floor businesses in each neighborhood
- Focus now on social media
- Work with partner agencies on welcome back campaign
- Mixers w/safety protocols in place

New York Business Attraction and Retention Mission

Review of 2020-2021 Efforts:
- Virtual retention meetings with corporate offices of significant Rodeo Drive and other brands
- Understand business priorities and communicate recent developments
- Recent victories from past business attraction visits
  - Onitsuka Tiger (shoe retailer) – opened February 2021
  - Clothing retailer close to signing lease on Brighton Way

Plans for 2021-2022:
- 3 days of meetings with primary focus on business attraction
- Total of 20-25 meetings
- Focus on leasing throughout the City
- Industry Focuses:
  - Retail (emerging new brands)
  - Restaurants (new cuisine/Michelin rated)
  - Entertainment/Innovative professional services

San Francisco Business Attraction and Retention Mission

Plan for 2021-2022:
- Re-start 1½ day trip with focus on business attraction
- 8-10 meetings
- Industry Focuses:
  - Restaurants and retailers, including focus on SF’s strengths in Asian and Latin American food/retail
  - Technology services if appropriate

Beverly Hills Property Owners Task Force
Commercial property owners have key influence over land use and filling vacancies

Plan for 2021-2022:
- Continue to manage a 15-20+ person Task Force
- Conduct up to 8 meetings with City Liaisons
- Identify ways to attract and retain businesses; dialogue about important upcoming issues
**Small Business Development Center**  
*Purpose:* Provide effective business counseling and education services to companies and residents of Beverly Hills

**Plan for 2021-2022:**  
- Conduct one-on-one consultations and monthly educational seminars on business support topics  
- Partner with El Camino College SBDC branch to execute services  
- Continue to expand variety of educational programming to appeal to a wider range of businesses and residents and stay relevant to today’s business climate (i.e. social media, minimum wage)

**Shop Local Program**  
*Purpose:* Connect businesses and residents and encourage residents to shop local and support local businesses

**Review of 2020-2021:**  
- Developed and organized a series of shop local campaigns including prizes and encouraging store visits  
- Organized virtual mixers featuring curated presentations by local businesses on their products  
- My Beverly Hills social media featured over 200 posts with business profiles, holiday specials and items of local interest

**Plan for 2021-2022:**  
- Re-brand of program to refresh look  
- Continue business support efforts  
  - Business profiles  
  - Social Media  
  - Quarterly campaigns  
  - Mixers as safety protocols allow

**Broker’s Roundtables**  
*Purpose:* Provide forum for commercial brokers to interact with senior city officials and share information

**Plan for 2021-2022:**  
- Continue meetings with focus on important City developments and vacancies to fill  
- Continue attendance of brokers at meetings with 20+ at each roundtable  
- 2 roundtables on retail; 2 on office market

**Small Business Task Force**  
*Purpose:* To attract and retain small businesses

- Focus on next steps regarding Open BH Program  
- 3 recommendations are being taken to council later this year

**Plan for 2021-2022:**  
- Continue meetings with focus on small business concerns  
- Continue developing recommendations in partnership with City
Beverly Hills Economic Development Portal
Overview:

- Chamber will continue to partner with company Local Intel to maintain economic development web portal for Beverly Hills
- Site will provide federal, state and Beverly Hills-local information on business opportunities, economic data, key industries and other key data
- Purpose is to serve as showcase for Beverly Hills and provide key information to existing and prospective businesses

Mayoral Business Retention Meetings
Recap of 2020-2021:

- Conducted meetings with top sales tax producing businesses in City

Plan for 2021-2022:

- Meet with 12 major businesses
- Identify health of businesses and areas of opportunity/concern

LA Metro Subway Stakeholder Outreach Meetings
Overview:

- Chamber work in 2020-2021
- Prior Actions and Accomplishments
  - Contributions to MOA
  - Expedited construction during COVID-19

Plan for 2021-2022:

- Continue monthly meetings, keeping stakeholders informed about major construction and gathering input

Economic Sustainability Plan Meeting and Strategic Support

- New Economic Sustainability Plan guiding future course of City
- Participate in sub-committee and other meetings regarding implementation of the Plan
- Identify and work with City to execute additional elements of Plan

Support New and Existing Business Projects in Beverly Hills

- Provide additional guidance and communication to businesses expanding to City of upgrading existing property
- Two Parts:
  - Embed Chamber staff in new or existing projects to understand full lifecycle of review and approvals
  - Develop communication tools to help new businesses
    - 1 pager
    - Video about the project approval process
    - Other
Regional Business Attraction
Purpose: Enhance City and fill vacancies through research and outreach to Southern California businesses

Plan for 2021-2022:
• Research, identify and conduct meetings to attract regional businesses to Beverly Hills
• Conduct tours, provide follow up information and connect brokers and City staff to facilitate opening

Business Attraction Campaign Marketing Materials
Purpose: Develop professional marketing materials to support business attraction efforts

Plan for 2021-2022:
• Develop promotional packet for business attraction targets
• “Sizzle reel” video highlighting Beverly Hills
• Quarterly news update of businesses moving to City

The Liaisons fully support the Chamber’s Work Plan and the visions presented and proposed for Fiscal Year 2021-2022.

ADJOURNMENT

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