Beverly Hills City Council Liaison / CVB / Marketing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

CITY OF BEVERLY HILLS
455 N. Rexford Drive
Municipal Gallery
Beverly Hills, CA 90210

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

Beverly Hills Liaison Meeting
https://beverlyhills-org.zoom.us/my/committee
Meeting ID: 516 191 2424
Passcode: 90210

You can also dial in by phone:
+1 669 900 9128 US
+1 833 548 0282 (Toll-Free)

One tap mobile
+16699009128,,5161912424# US
+18335480282,,5161912424# US (Toll-Free)

Thursday, January 26, 2023
4:00 PM

In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at www.beverlyhills.org/live and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / CVB / Marketing Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

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) Resolution of the Beverly Hills City Council Liaison / CVB/Marketing Committee continuing to authorize public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

   Recent legislation was adopted allowing the Beverly Hills City Council Liaison / CVB/Marketing Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.
3) Review of Beverly Hills Conference and Visitors Bureau (CVB) Fiscal Year 2022-2023 Marketing Initiatives and Campaign Results Year to Date

4) Future Agenda Items

5) Adjournment

Huma Ahmed
City Clerk

Posted: January 19, 2023

Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.
Item 2
STAFF REPORT

Meeting Date: January 26, 2023
To: City Council Liaison / CVB/Marketing Committee
From: Laura Biery, Marketing & Economic Sustainability Manager

Subject: A RESOLUTION OF THE CITY COUNCIL LIAISON / CVB/MARKETING COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

Attachments: 1. Proposed resolution

RECOMMENDATION

Staff and the City Attorney’s office recommend that the City Council Liaison / CVB/Marketing Committee adopt a resolution making the following findings so that meetings of the City Council Liaison / CVB/Marketing Committee will be subject to the special Brown Act requirements for teleconference meetings: (1) the City Council Liaison / CVB/Marketing Committee has reconsidered the circumstances of the COVID-19 state of emergency; (2) the state of emergency continues to directly impact the ability of the members to meet safely in person; and (3) state or local officials continue to impose or recommend measures to promote social distancing. Though the City Council Liaison / CVB/Marketing Committee adopted such a resolution in the past, these findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

FISCAL IMPACT

The proposed resolution allowing the City Council Liaison / CVB/Marketing Committee greater flexibility to conduct teleconference meetings is unlikely to cause a greater fiscal impact to the City as the City Council Liaison / CVB/Marketing Committee has been conducting such teleconference meetings for over a year.
INTRODUCTION

AB 361 allows the City Council Liaison / CVB/Marketing Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions. These special requirements give the City greater flexibility to conduct teleconference meetings when there is a declared state of emergency and either social distancing is mandated or recommended, or an in-person meeting would present imminent risks to the health and safety of attendees.

BACKGROUND

On September 16, 2021, the Governor signed AB 361, amending the Brown Act to establish special requirements for teleconference meetings if a legislative body of a local public agency holds a meeting during a proclaimed state of emergency and either state or local officials have imposed or recommended measures to promote social distancing, or the body determines, by majority vote, whether as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

AB 361 authorizes local agencies to continue meeting remotely without following the Brown Act’s standard teleconferencing provisions if the meeting is held during a state of emergency proclaimed by the Governor and either of the following applies: (1) state or local officials have imposed or recommended measures to promote social distancing; or (2) the agency has already determined or is determining whether, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

DISCUSSION

To continue to hold meetings under these special teleconferencing requirements, the City Council Liaison / CVB/Marketing Committee needs to make two findings pursuant to Government Code Section 54953(e)(3). First, there must be a declared state of emergency and the City Council Liaison / CVB/Marketing Committee must find that it has reconsidered the circumstances of such emergency. Second, the City Council Liaison / CVB/Marketing Committee must find that such emergency continues to directly impact the ability of the City Council Liaison / CVB/Marketing Committee’s members to meet in person. Alternatively, for the second finding, the City Council Liaison / CVB/Marketing Committee must find that state or local officials continue to impose or recommend social distancing measures. These findings must be continuously made to continue to hold meetings under these special teleconferencing requirements.

The declared emergency is still in effect. Furthermore, the State of California and the County of Los Angeles have recommended measures to promote social distancing. The Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time. Additionally, the Los Angeles County Department of Public Health still encourages people at risk for severe illness of death from COVID-19 to take protective measures such as social distancing and, for those not yet fully vaccinated, to physically distance from others whose vaccination status is unknown. The County Health Department also continues to recommend that employers take steps to support physical distancing and the City Council
continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees.

Please note that AB 361 applies to all legislative bodies. Therefore, Commissions and standing committees will need to also comply with the requirements of AB 361.

Laura Biery
Secretary of the
City Council Liaison /
CVB/Marketing Committee

Approved By
RESOLUTION NO. CCL-CVBC-03

RESOLUTION OF THE CITY COUNCIL LIAISON / CVB/MARKETING COMMITTEE OF THE CITY OF BEVERLY HILLS CONTINUING TO AUTHORIZE PUBLIC MEETINGS TO BE HELD VIA TELECONFERENCING PURSUANT TO GOVERNMENT CODE SECTION 54953(e) AND MAKING FINDINGS AND DETERMINATIONS REGARDING THE SAME

WHEREAS, the City Council Liaison / CVB/Marketing Committee is committed to public access and participation in its meetings while balancing the need to conduct public meetings in a manner that reduces the likelihood of exposure to COVID-19 and to support physical distancing during the COVID-19 pandemic; and

WHEREAS, all meetings of the City Council Liaison / CVB/Marketing Committee are open and public, as required by the Ralph M. Brown Act (Cal. Gov. Code Sections 54950 – 54963), so that any member of the public may attend, participate, and watch the City Council Liaison / CVB/Marketing Committee conduct its business; and

WHEREAS, pursuant to Assembly Bill 361, signed by Governor Newsom and effective on September 16, 2021, legislative bodies of local agencies may hold public meetings via teleconferencing pursuant to Government Code Section 54953(e), without complying with the requirements of Government Code Section 54953(b)(3), if the legislative body complies with certain enumerated requirements in any of the following circumstances:

1. The legislative body holds a meeting during a proclaimed state of emergency, and state or local officials have imposed or recommended measures to promote social distancing.

2. The legislative body holds a meeting during a proclaimed state of emergency for the purpose of determining, by majority vote, whether as a result of the
emergency, meeting in person would present imminent risks to the health or safety of attendees.

3. The legislative body holds a meeting during a proclaimed state of emergency and has determined, by majority vote, that, as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

WHEREAS, on March 4, 2020, Governor Newsom declared a State of Emergency in response to the COVID-19 pandemic (the “Emergency”); and

WHEREAS, the Centers for Disease Control and Prevention continue to advise that COVID-19 spreads more easily indoors than outdoors and that people are more likely to be exposed to COVID-19 when they are closer than 6 feet apart from others for longer periods of time; and

WHEREAS, the Los Angeles County “Responding together at Work and in the Community Order (8.23.21)” provides that all individuals and businesses are strongly encouraged to follow the Los Angeles County Public Health Department Best Practices. The Los Angeles County Public Health Department “Best Practices to Prevent COVID-19 Guidance for Businesses and Employers”, updated on September 13, 2021, recommend that employers take steps to reduce crowding indoors and to support physical distancing between employees and customers; and

WHEREAS, the unique characteristics of public governmental buildings is another reason for continuing teleconferenced meetings, including the increased mixing associated with bringing people together from across several communities, the need to enable those who are immunocompromised or unvaccinated to be able to safely continue to fully participate in public
meetings and the challenge of achieving compliance with safety requirements and recommendations in such settings; and

WHEREAS, the Beverly Hills City Council has adopted a resolution that continues to recommend steps to reduce crowding indoors and to support physical distancing at City meetings to protect the health and safety of meeting attendees; and

WHEREAS, due to the ongoing COVID-19 pandemic and the need to promote social distancing to reduce the likelihood of exposure to COVID-19, the City Council Liaison / CVB/Marketing Committee intends to continue holding public meetings via teleconferencing pursuant to Government Code Section 54953(e).

NOW, THEREFORE, the City Council Liaison / CVB/Marketing Committee of the City of Beverly Hills resolves as follows:

Section 1. The Recitals provided above are true and correct and are hereby incorporated by reference.

Section 2. The City Council Liaison / CVB/Marketing Committee hereby determines that, as a result of the Emergency, meeting in person presents imminent risks to the health or safety of attendees.

Section 3. The City Council Liaison / CVB/Marketing Committee shall continue to conduct its meetings pursuant to Government Code Section 54953(e).

Section 4. Staff is hereby authorized and directed to continue to take all actions necessary to carry out the intent and purpose of this Resolution including, conducting open and public meetings in accordance with Government Code Section 54953(e) and other applicable provisions of the Brown Act.
Section 5. The City Council Liaison / CVB/Marketing Committee has reconsidered the circumstances of the state of emergency and finds that: (i) the state of emergency continues to directly impact the ability of the members to meet safely in person, and (ii) state or local officials continue to impose or recommend measures to promote social distancing.

Section 6. The Secretary of the City Council Liaison / CVB/Marketing Committee shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolution of the City Council Liaison / CVB/Marketing Committee of this City.

Adopted: January 26, 2023

LILI BOSSE
Presiding Councilmember of the City Council Liaison / CVB/Marketing Committee of the City of Beverly Hills, California
Item 3
CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: Beverly Hills City Council Liaison / CVB / Marketing Committee
FROM: Laura Biery, Marketing and Economic Sustainability Manager
DATE: January 26, 2023
SUBJECT: Review of Beverly Hills Conference and Visitors Bureau (CVB) Fiscal Year 2022-2023 Marketing Initiatives and Campaign Results Year to Date
ATTACHMENT: 1. Beverly Hills Conference and Visitors Bureau Presentation

INTRODUCTION
This item provides the City Council CVB/Marketing Committee Liaisons Mayor Bosse and Councilmember Nazarian (Liaisons) a review of the Beverly Hills Conference and Visitors Bureau (CVB) Fiscal Year 2022-2023 marketing initiatives and campaign results year to date.

DISCUSSION
The CVB is contracted by the City to conduct a variety of tourism and marketing programs promoting Beverly Hills. They receive City funding to promote Beverly Hills worldwide as a stay, shop, and dine destination through marketing programs and events that build awareness and drive consumer revenue to the City.

The CVB will provide a review of the marketing campaign results year to date as well as the upcoming campaign initiatives for Fiscal Year 2022-23. Attachment 1 to this report details the various programs and metrics provided by the CVB.

Additionally, late last year, the CVB was the victim of a cyber-security incident related to an electronic wire transfer payment to an existing CVB tradeshow vendor. The details regarding the incident are outlined in the final slides of the attached presentation. The original payment for $29,577 was unfortunately compromised. After filing a report with the FBI, BHPD, and making an insurance claim, the resolution was to divide the cost of the original invoice payment with the original intended vendor resulting in an additional outlay of $14,778.50. The CVB is providing cyber-security training to all staff, has revised its financial policy language, and taking additional steps to hopefully prevent this from occurring again in the future. The added financial outlay of $14,778.50 is proposed to be absorbed within the CVB budget utilizing salary savings.

FISCAL IMPACT
There is no fiscal impact from reviewing this item as the funding was already accounted for in the Fiscal Year 2022-2023 CVB contract in the total not to exceed amount of $4,387,970. The costs associated with the previously mentioned cyber-security incident of $14,778.50 are proposed to be absorbed through salary savings from the Fiscal Year 2021-2022 CVB Carryover budget.
RECOMMENDATION

It is recommended that the City Council CVB/Marketing Liaison Committee review the activities and performance metrics for the CVB Fiscal Year 2022-2023 marketing initiatives and campaign results year to date.
BEVERLY HILLS
Conference & Visitors Bureau

City Liaisons Meeting
Fiscal Year 22/23 Review Year-to-Date
January 26, 2023
## BHCVB FY 2022/23 Q1 & Q2 Marketing Calendar

### July - December 2022 BHCVB Marketing Schedule

<table>
<thead>
<tr>
<th>Initiative</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
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<tr>
<td>BOLD Summer 2022 Campaign</td>
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<td>8</td>
<td>15</td>
<td>22</td>
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<td>FFO Content Collective - Peng Peng Lee</td>
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<td>Hotel Remarketing Campaign (Madden Media)</td>
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<td>Beverly Howls (Stripe)</td>
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<tr>
<td>DUETS Video Series BHCVB Social Media Promotion</td>
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<td>Visit California Expedia Fall 2022 Co-op</td>
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<td>NBC Holiday Videos (RDHLC &amp; Destination)</td>
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<td>Holiday Cheer Through The Years Bespoke Campaign</td>
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<td>Short Film Development (Stripe)</td>
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<td>Happy Trails Development (Stripe)</td>
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<td>Search Engine Marketing (SEM) / Search Engine Optimization (SEO)</td>
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<td>BHCVB Annual Report Content Compilation</td>
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<td>Visitor eNewsletter Subscription Campaign (Madden Media)</td>
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<td>Social Media Marketing (FB, IG, TW, LI &amp; PT)</td>
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<td>VISITOR Monthly eNewsletter</td>
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<td>MEDIA Monthly eNewsletter</td>
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<td>PARTNER Monthly eNewsletter</td>
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<tr>
<td>TRADE Monthly eNewsletter</td>
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Website Visitor Re-Marketing & Hotel Referrals

Launched May 2021, this “always on” campaign targets high-intent consumers (LoveBeverlyHills.com website visitors) to increase hotel bookings with remarketing advertisements via Google and Facebook.

Creative incorporates user generated content (UGC) garnered from CrowdRiff.
Website Visitor Re-Marketing & Hotel Referrals

July 1 – November 30, 2022 Results:

- 9,981,212 impressions
- $3,500/month investment
- 50,573 clicks to BHCVB hotel booking page
- 0.51% click-thru-rate (CTR) (benchmark is 0.10%)
- 8,468 unique hotel clicks from ALL activity on the BHCVB hotel booking page for the period > @ 2%, 169 estimated bookings (conservative assumptions)
- $249K estimated hotel room revenue generated from BHCVB booking referrals - $14:$1 ROI
- 66,313 LoveBeverlyHills.com /hotels page views
BOLD Summer 2022 Recap
<table>
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<th>Summer BOLD Description</th>
<th>Amount</th>
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<tr>
<td>Concepts &amp; Banners</td>
<td>$20,000</td>
</tr>
<tr>
<td>Digital Asset Production and Development</td>
<td>$14,000</td>
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<tr>
<td>Three Holiday Print Ads Plus Creative</td>
<td>$7,500</td>
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<tr>
<td>Targeted Digital Media</td>
<td>$110,000</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$151,500</strong></td>
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<td><strong>PAID BY BHCVB FROM FY 22/23 PLAN</strong></td>
<td><strong>$1,500</strong></td>
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<tr>
<td><strong>TOTAL APPROVED REQUEST FROM THE CITY</strong></td>
<td><strong>$150,000</strong></td>
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</table>
BOLD Summer 2022 Digital Marketing

Street pole banners designed by Yes Design Group.
BOLD Summer 2022 Print Advertisements

Full-page 4-color print advertisements with local newspapers.

July 28, 2022

July 29, 2022

August 4, 2022
BOLD Summer 2022 Print Advertisements

Half-page 4-color print advertisement creative developed for City placement in local newspapers.

Beverly Hills Goes BOLD for Summer

Visit Beverly Hills this summer as the city goes BOLD with live music, Louis Vuitton’s 200 Trunks 200 Visionaries: The Exhibition, dining experiences, including The Golden Girls Kitchen, Rodeo Drive Red Carpet Experience, designer pop-ups, and much more! For a calendar of events scan the QR code below or visit:

LOVEBEVERLYHILLS.COM
In addition to itinerary above, BHCVB offers a Full Events Calendar: https://www.lovebeverlyhills.com/events
BOLD Summer 2022 Digital Marketing

Digital media marketing and conquest campaign with Datafy.

Campaign Flight: July 20 – September 6, 2022

Creative Agency

BOLD Summer Animated Banner Frames
BOLD Summer 2022 Digital Marketing

Campaign Overview

Audience and Targeting
Re-engage past visitors (50+mi) to Hotels
Re-engage past visitors (50+mi) to Attractions, Beverly Drive, and Rodeo Drive
Real Time targeting to people in Los Angeles DMA (exclude BH zip codes)
Luxury Look-a-Likes who live in drive markets (50-350mi)
Competitive conquest - Target people who visited competitive luxury hotel or resort areas in Santa Monica, Downtown Los Angeles, or Hollywood in the past 3 years, but who have not been to Beverly Hills in the past 1 year

Goals
Awareness and Brand Engagement
Activation/Attribution
BOLD Summer 2022 Results

Campaign Results:

- **Total Impressions**: 9,973,693; 4% more additional impressions delivered
- **Unique Reach**: 1,206,929
  - Maximizing awareness and reach was primary goal of campaign
- **Total Clicks Delivered**: 9,105
- **Click Through Rate (CTR)**: 0.09% (Tourism is usually 0.08%)
- **Total Video Views**: 2,013,425

Incremental Lift: Luxury Competitive Conquest Segment

**Overall lift of ad-aware audience visitation**

- **9.6x**
  - More Likely to Visit

**People who were served 30 or fewer impressions**

- **9.1x**
  - More Likely to Visit

**People who were served more than 30 impressions**

- **12x**
  - More Likely to Visit

**People who clicked on a Datany digital ad**

- **13.1x**
  - More Likely to Visit

*Luxury Competitive Conquest* was highly effective to sway new visitation from key audiences who had previously visited competitive luxury hotels, but not Beverly Hills’ tracked hotels. This strategy is increasing Beverly Hills’ market share.
Beverly Hills Duets
Beverly Hills Duets 5-Part Video Series

Beverly Hills Duets is a five-part video series created by the Beverly Hills Conference & Visitors Bureau featuring complementary experiences that showcase the many things to see and do in the city of Beverly Hills.

Carats & Cocktails  
Cuisine & Culture  
Motorcars & Manors

Parks & Pooches  
Sun & Shade
Beverly Hills Duets 5-Part Video Series

BHCVB launched paid social media promotion on Facebook and Twitter August 15 through September 30, 2022 to boost awareness and engagement. Social media posts featured a 0:30 cut down of each video with links to the longer form videos on YouTube.

- Facebook garnered 89% of the impressions and Twitter 11%.
- Video View Rate:
  - Facebook: 99.24%
  - Twitter: 11.95%

Results: 853,652 total video plays at a cost of $0.01 per video play

<table>
<thead>
<tr>
<th>Episode</th>
<th>Plays</th>
<th>% Plays</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>Sun &amp; Shade</td>
<td>326,333</td>
<td>38.2%</td>
<td>351,568</td>
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<tr>
<td>Carats &amp; Cocktails</td>
<td>226,392</td>
<td>26.5%</td>
<td>244,547</td>
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<td>Motorcars &amp; Manors</td>
<td>137,503</td>
<td>16.1%</td>
<td>149,850</td>
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<td>Parks &amp; Pooches</td>
<td>102,866</td>
<td>12.1%</td>
<td>118,828</td>
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<tr>
<td>Cuisine &amp; Culture</td>
<td>60,558</td>
<td>7.1%</td>
<td>86,504</td>
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<td><strong>Total</strong></td>
<td><strong>853,652</strong></td>
<td><strong>100.0%</strong></td>
<td><strong>951,297</strong></td>
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BOLD Holidays
BOLD Holidays 2022

BHCVB developed new Holiday 2022 creative to support hotel packages, the destination, holiday lighting and city activities.

Total Budget: $236,500 ($110,000 from BHCVB FY 22/23 work plan and $126,500 approved additional funding from the City).

$110,000 for Concepts and Digital Media - BHCVB
1. Creative concepts for advertising
2. Targeted media placement to key feeder markets and demographics

$126,500 For Advertising and Asset Production – Additional funding
1. Production of all digital assets
2. Microsite development
3. Videos to promote BOLD Holidays on NBC
Holiday Cheer Through The Years

Holiday 2022 Creative Concept: Holiday Day Cheer Through The Years

BHCVB Collaborated with the Beverly Hills Historical Society for Images
Holiday Cheer Through The Years

Holiday 2022 Creative Concept Combined Vintage and Current Imagery
Full Page Print Advertisements

Hanukkah and Holiday 4-Color Print Ads Inserted in Local Newspapers

November 18, 2022

December 15, 2022

December 1, 2022
Holiday Cheer Through The Years

Sample Digital Campaign Animated Banners
Holiday Cheer Through The Years Results

Campaign Flight: November 14 – December 31, 2022

MNI Digital Marketing Campaign Results:

• **Impressions**: 7,875,195  
  • 465K or 6% more impressions than contracted at no additional cost
• **Clicks**: 13,021
• **Display Click Through Rate (CTR)**:  
  • 0.16% (vs. 0.13% benchmark)
• **Holiday Destination Video Completion Rate (VCR)**:  
  • 87.8% (vs. 75% benchmark)
• **LoveBeverlyHills.com Holiday Cheer Through The Years Microsite**:  
  • Page Views: 19,541  
  • Average Time on Page: 1:44

Sample Digital Advertisement
FY 22/23 NBC Southern California Broadcast Videos

With partners 62Above and NBC, BHCVB created, produced and broadcast two videos with host, Jessica Vilchis, promoting the [Rodeo Drive Holiday Lighting Celebration](#) and [Destination](#) during the holiday season.
FY 22/23 NBC Southern California Broadcast Videos

Media Buy Details:

- Media: NBC SpotOn (Connected TV & Digital), KNBC Los Angeles and NBC San Diego
- Regions: Greater LA and San Diego regions (Including Orange County)
- Schedule: 6-Week NBC Flight: November 7 – December 18, 2022
- Length: Two :30 TV commercials: Rodeo Drive Holiday Lighting Celebration & Destination Holiday Getaway
- Connected TV: Programming targets $200K+ Household Income consumers
- Digital Banner Ads: Run of site on NBCLosAngeles.com & NBCSanDiego.com

Campaign Results:

- Total Broadcast and Connected TV Spots: 158
- Total impressions: 2,743,215
- Average Media cost per thousand (CPM): $34.30; consistent with LY ($34.09)
  - Broadcast medium is no longer a buyer’s market vs. prior BHCVB buys during COVID and calendar year Q4/holiday is expensive. Average CPM is $35-$65 (primetime). CPM also includes production for 2 videos and host fee.
Visit California Fall 2022 Expedia Co-op

Co-op objective is to stimulate California’s tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

- Partner: Expedia Group (Expedia.com and Hotels.com)
- Flight Dates: October 1 – December 31, 2022
  - BHCVB Contribution: $50,000
  - Visit California Contribution (25%): $12,500
  - Expedia Contribution: $62,500
  - **Total Media Investment:** $125,000
- Planned Impressions: 2.7M
Visit California Fall 2022 Expedia Co-op

All Beverly Hills hotels participate individually with Expedia, an Online Travel Agency (OTA), on their own accord. BHCVB often develops an umbrella destination campaign with Expedia during shoulder seasons, driving additional business.

- Delivered Impressions: 3,023,381
  - 325K or 12% more than contracted
- Clicks: 1,443
- Click Through Rate (CTR): 0.05% (Expedia benchmark is 0.03 - 0.05%)
- Campaign Booking Revenue: $323,279
- Campaign Room Nights: 503
- BHCVB Expedia Group Campaign ADR: $643
- BHCVB’s campaign contributed 8.8% of room nights for the period and 8.2% of booking revenue; activity is a direct result of engagement with our campaign ads
Q1 & Q2 Marketing Programs from Carryover
## FY 2021/22 Carryover Final

<table>
<thead>
<tr>
<th>ACTUAL CARRYOVER DESCRIPTION</th>
<th>20/21 Remaining</th>
<th>21/22 Remaining</th>
<th>Amount to be used 22/23</th>
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<tbody>
<tr>
<td>Offset FY 22/23 Program of Work+</td>
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<td>$150,000</td>
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<tr>
<td>GCC Sales Mission</td>
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<tr>
<td>Salary for new position</td>
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<td>$20,313</td>
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<tr>
<td>Additional destination marketing**</td>
<td>$75,351</td>
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<tr>
<td>TOTAL</td>
<td>$75,351</td>
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<td>$275,664</td>
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</tbody>
</table>

+Approved by City Council June 2022

**Miscellaneous PR initiatives including a food and fashion series for social media, Happy Trails series (featuring food, drink, art, pampering, etc.), and potential Metaverse activation.
Beverly Howls Public Relations Campaign

Beverly Hills, or should we say Beverly Howls, is famous for its unusually high number of dogs and fun-loving, pet-friendly locals. It’s also the home of Beverly Howls, one of the premier pet-friendly public relations agencies in the country. Beverly Howls is a pet-friendly public relations firm that understands the unique needs of pet-friendly businesses and organizations.

Beverly Howls is the perfect choice for pet-friendly businesses and organizations that want to make a positive impact on the community. Beverly Howls offers a range of services, including public relations, media relations, and social media management.

Beverly Howls has worked with a variety of pet-friendly businesses and organizations, including pet-friendly restaurants, pet-friendly hotels, and pet-friendly retail stores. Beverly Howls has also worked with pet-friendly non-profits, including pet-friendly animal rescue organizations and pet-friendly pet adoption centers.

If you’re looking for a pet-friendly public relations agency that understands the unique needs of pet-friendly businesses and organizations, Beverly Howls is the perfect choice. Beverly Howls is committed to making a positive impact on the community and improving the lives of pets and their owners.
Beverly Howls Public Relations Campaign

In celebration of National Dog Day in August 2022, and because we know that everyone loves pet on Social Media, BHCVB launched Beverly Howls, designed to resonate within our owned channel audiences and to tout all of the wonderful amenities available to pet owners in Beverly Hills.

Six (6) BHCVB Instagram carousel posts led up to the Pampered Pooch Guide release.

Results:

- Reach: 120,065 unique Instagram accounts
- Impressions: 147,684
- Engagements: 1,170
- Ad Recall: 5,040
  - Meta (Instagram and Facebook) estimated 5,040 users would remember seeing posts within 2 days
- LoveBeverlyHills.com Article:
  - 712 page views
  - 01:53 average time on page
- 13M PR impressions
- 13 Stories including KTLA, NBC, Travel Weekly and ITV1 London
Some think walking trails are only for rural destinations, but in Beverly Hills we show you how to get out and about in one of the most famous cities in the world.
Immerse yourself in the luxury of Beverly Hills. Discover hidden gems and destinations you didn’t know existed! Meander through green spaces, indulge in rich and cultural cuisines and pamper yourself with the glamour of Rodeo Drive. The trip of a lifetime is at your fingertips with this comprehensive guide on hot spots and the best locations to tantalize the senses. From afternoon teas to restaurants and parks, we’ve curated 8 iconic trails for you to browse and explore the city of Beverly Hills.

01. Caviar & Bubbly p.03
02. Sweets & Treats p.08
03. A Step Back in History p.13
04. Scene and Be Seen p.18
05. Red Carpet Ready p.23
06. Around the World p.28
07. An Artist’s Dream p.33
08. The Great Outdoors p.38
Spring 2023 Campaigns for Q3 & Q4
## BHCVB FY 2022/23 Q3 & Q4 Marketing Calendar

### January - June 2023 BHCVB Marketing Schedule

<table>
<thead>
<tr>
<th>Initiative</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Film Premier</td>
<td>2</td>
<td>9</td>
<td>16</td>
<td>23</td>
<td>30</td>
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<tr>
<td>Saks Fifth Avenue New York Short Film Partnership</td>
<td>6</td>
<td>13</td>
<td>20</td>
<td>27</td>
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<tr>
<td>Short Film Social Media Promotion</td>
<td>6</td>
<td>13</td>
<td>20</td>
<td>27</td>
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<tr>
<td>Hotel Remarketing Campaign (Madden Media)</td>
<td>3</td>
<td>10</td>
<td>17</td>
<td>24</td>
<td></td>
<td></td>
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<tr>
<td>Time Flies, Luxury Soars Bespoke Campaign</td>
<td>1</td>
<td>8</td>
<td>15</td>
<td>22</td>
<td>29</td>
<td></td>
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<tr>
<td>Happy Trails Walking Tours Roll Out</td>
<td>5</td>
<td>12</td>
<td>19</td>
<td>26</td>
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<tr>
<td>J.S. Open Championships Destination Campaign</td>
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<tr>
<td>Father’s Day / Concours d’Elegance Support</td>
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<tr>
<td>Couture Culinary: Food &amp; Fashion Content Series</td>
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<tr>
<td>Search Engine Marketing (SEM) / Search Engine Optimization (SEO)</td>
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<tr>
<td>BHCVB 2021/2022 Annual Report Release</td>
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<tr>
<td>Social Media Marketing (FB, IG, TW, LI &amp; PT)</td>
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<tr>
<td>VISITOR Monthly eNewsletter</td>
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<tr>
<td>MEDIA Monthly eNewsletter</td>
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<tr>
<td>PARTNER Monthly eNewsletter</td>
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<tr>
<td>TRADE Monthly eNewsletter</td>
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</table>
Spring 2023 Bespoke Campaign
Time Flies | Luxury Soars
Time Flies | Luxury Soars

Keeping with our Holiday theme for a consistent aesthetic, BHCVB is developing a bespoke Spring 2023 campaign that illustrates and conveys our storied past and vibrant present.

Creative concepts, color palette and image selection are in development and not final.
Short Film
THE FILM

Beverly Hills Conference & Visitors Bureau is producing a short film to highlight the destination. The film will feature the iconic nature of Beverly Hills locations, luxury spaces and hotels, highlighting its heritage in fashion, beauty and culture and how this has influenced, and will continue to inspire, the future of travel and luxury in Beverly Hills.

At the heart of the film is the core message of female empowerment and aging. A message that what has come before is as important as the ‘now’ and what lies ahead.

The film will feature two female actors, one in her 20’s and one in her 70’s to reflect the social message and help illustrate that BH is a destination for all generations.

A poem specially commissioned for the film will be read by two female voiceover artists. Telling the poetic story of the city and mirroring the voice of the older and younger generation.

Two interpretive dancers will be shot in Beverly Hills to support art and cultural references and add dynamism and emotion to the mood of the piece.

OUR SOCIAL MESSAGE

Things that are have been here for a long period of time have stories to tell and lessons to impart, they’re not obsolete. They are the foundation of everything that is new and everything to come.
Chris has been warming hearts, and inspiring audiences for over two decades. Nominations and awards including BAFTA, Emmy, Critics Choice and the Royal Television awards have followed and Chris’ work has over 1 billion downloads on youtube, and counting. He has also received many commisions for his work from broadcasters around the globe.

“As a one-time fashion director, documentarian and film maker, my artistic approach to this film will incorporate all of my skillsets. I work in Beverly Hills and have lived there. I’ve lived in LA for over ten years working in film, TV and commercial brand projects. I have a number of connections to both actors and access to locations within the vicinity through my BH based agency.”
Diego Uchitel, Director of Photography

Diego’s photographs have been featured in W Magazine, Elle Magazine, Vanity Fair, Harper’s Bazaar, German and Spanish Vogue, Vogue Hommes, The New York Times Sunday Magazine, D, Surface, Premiere, Citizen K, Monrowe Magazine (t)here and Rolling Stone. He has also given a dose of elegance to his advertising clients, which include Bergdorf Goodman, Saks Fifth Avenue, Victoria's Secret, Avon, Neiman Marcus, Warner Brothers, Nike, Levi's and Microsoft.
Petra Flannery, Stylist

Petra is known for her sophisticated and fresh approach to dressing. Petra’s innate sense of fashion led her to a career in styling and design. After attending the University of Southern California, Petra’s entrée into the business of fashion was working at Elite Model Management. Fuelled by this 1990’s supermodel era, this propelled her creative eye into styling which became her calling.

Petra is responsible for styling countless red carpet looks for regulars such as Emma Stone, Reese Witherspoon, Zoe Saldana, Amy Adams, Claire Danes, Emilia Clarke, Carey Mulligan, Faith Hill, and Renee Zellweger.
Film Budget and Marketing

Destination Marketing budget for fiscal year 2022/2023 is $1,250,000 for all efforts. This does not include additional $276,500 provided for BOLD summer and holiday efforts.

The film budget is $450,000 which includes the following:
- Production and production team
- Agency project management
- Original poem
- Original music
- Talent (two actors and two dancers)
- Voiceover talent
- Wardrobe
- Hair and makeup
- Deliverables in multiple formats for social media optimization
- Social media promotion/advertising
- PR efforts

Success will be assessed by impressions and engagement through all advertising and promotion channels as well as global PR coverage, industry recognition and event engagement at red carpet events.
Q3 – Travel Trade

With international trade slowing coming back, BHCVB has begun to increase coverage in past international marketing.

January:
• Launch relationship with LBN Agency to secure media and travel trade representation in Mexico.
• Aleksandr, Director of Leisure Sales, to attend Visit California’s Mexico Retreat/Mission.

March
• Julie to join Eleni Kounalakis, Lieutenant Governor of California, along with Caroline Beteta, CEO of Visit California and numerous other DMO CEOs on a diplomatic travel trade mission to Japan.

April
• Aleksandr to travel with Visit California to join the Canada Sales and Media Mission.
Q4 – Travel Trade

Additional international Travel Trade activities include:

May:
• Middle East Sales Mission to Doha, Kuwait City, Riyadh, Abu Dhabi and Dubai to meet with travel trade, media and influential consumers. Some hotel GMs and Sales teams will be joining us.

June
• PROUD travel trade show June 5-7 and luxury Beverly Hills familiarization event June 3-5. BHCVB to work with an event company to create an “Endless Possibilities” theme that will showcase the best of the best of Beverly Hills.

• Mexico City Luxury Lab to meet with all relevant travel trade and influential consumers in the region.
Destination Master Plan
Beverly Hills Destination Master Plan

In 2019 BHCVB worked with stakeholders in the city to develop a 10-year tourism plan for growth in the city.

Due to Covid, the plan had to be postponed in FY 20/21 to be revisited at a later date. In FY 22/23 the revised plan was completed and Safety was added as an additional area of focus.

Next steps include:

• Hire a project manager who will report into BHCVB
• Form a Governance Committee to help oversee progress
• Present the finished plan to Liaisons and Council
• Begin work in the later part of fiscal year 2022/23
This is Spiro/IMEX
IMEX Travel Trade Show Payment

For the last 12 years BHCVB has attended the IMEX Meeting Planner tradeshow and used GES/This is Spiro’s services to set up its tradeshow booth.

This year BHCVB received an invoice from GES for $29,577 in support of this fiscal year’s IMEX show in October. At some point in the process, hackers broke into the email distribution system (neither BHCVB’s nor GES’ servers were breached) and changed the banking information on the invoice.

BHCVB funds were wired to what was thought to be GES’s bank, but the funds were compromised because of the hack.

BHCVB has followed the protocol listed below:

• Filed FBI report
• Filed BHPD report
• Notified the City Manager
• Notified the CVB Liaisons
• Filed an insurance claim (which was denied by the carrier)
• Asked GES to file an insurance claim (which was also denied)
Resolution and future prevention tactics are underway:

- A review of insurance company denial with BHCVB’s lawyer to make sure it is appropriate
- Conduct research on additional insurance policies that will cover this type of theft in the future
- Provide cyber security training for each team member
- Split GES/This is Spiro loss of payment in the sum of $14,778.50 with them
- Use carryover dollars from FY 21/22 originally allocated to salaries (which is no longer needed) to complete the $14,778.50 split with GES
- Revise language in the financial policy which will require the bookkeeper to verify all wire and ACH payment information whether or not the payee is a new or an existing vendor. Send this new language to the City’s finance team to review.

  - For existing vendors, the Controller must keep a log of all wire instructions for each vendor. Instructions on each new invoice must be compared to the log to make sure information is the same. If it is not, the Controller must call the vendor to verify. For new vendors, the Controller should call the vendor to double check that the bank information is correct on the invoice.
Thank You