



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 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, September 21, 2023
4:00 PM

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

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 / Chamber of Commerce 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) Update on Fiscal Year 2023-2024 Quarter One Programs and Initiatives for the Beverly Hills Chamber of Commerce.
- 3) Future Agenda Items.

4) Adjournment.



Huma Ahmed
City Clerk

Posted: September 18, 2023

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT
WWW.BEVERLYHILLS.ORG**



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 forty-eight (48) hours advance notice will help to ensure availability of services. City Hall, including the Municipal Gallery is wheelchair accessible.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison / Chamber of Commerce Committee

FROM: Magdalena Davis, Community Outreach Manager

DATE: August 21, 2023

SUBJECT: Update on Fiscal Year 2023-2024 Quarter One Programs and Initiatives for the Beverly Hills Chamber of Commerce

ATTACHMENT:

1. Beverly Hills Chamber of Commerce Presentation
2. Beverly Hills Chamber of Commerce 2023-2024 Work Plan Summary

INTRODUCTION

This item provides the City Council Chamber of Commerce Committee Liaisons Mayor Gold and Councilmember Bosse (Liaisons) an update on the of the programs and initiatives of the Beverly Hills Chamber of Commerce (Chamber) during quarter one of Fiscal Year 2023-2024 (FY 23/24). A review of the progress on approved workplan programs per quarter is requested, per the agreement between the Chamber and City.

DISCUSSION

The Beverly Hills Chamber of Commerce is contracted by the City to provide a range of economic development programs which reflect City priorities, seek to retain existing businesses, and attract new businesses to Beverly Hills. The Chamber's focus is on fostering business-to-business relationships and to act as a liaison between the City and business community. An agreement detailing the workplan between the City and Chamber was approved for FY 23/24 on June 21, 2023, and includes a new request for quarterly updates on the programs and initiatives.

This report as attachments provides an update for quarter one of FY 23/24 including (Attachments 1 and 2):

- Marketing and Outreach support for City and Partner events and initiatives
- Preparation for the annual New York Business Attraction and Retention Mission including business attraction materials
- Management of quarterly meetings of the Property Owner's Task Force, Broker's Roundtables and Small Business Task Force
- Management of monthly meetings with the Small Business Development Center and Metro Subway Stakeholder Outreach
- Mayoral Business Retention Meetings
- Creating this quarter's "New Business Newsletter"
- Social Media Campaigns and Newsletter for NOW Beverly Hills shop local program

Currently, the Chamber is on track with the approved workplan programs and initiatives (Attachment 2). Future items include Miami business attraction research, updates to economic development webpages, and creation of additional regional business attraction materials and advertising.

Additionally, the Chamber has hosted several ribbon cuttings for new businesses, with the special event permit fees waived for these, per the approved workplan. More details can be found and will be provided on these events and the workplan items above during the Liaison presentation (Attachment 1). No changes to the workplan are requested at this time.

FISCAL IMPACT

There is no fiscal impact from reviewing this item as the funding was already accounted for in the FY 23/24 Chamber contract in the total not to exceed amount of \$450,150. There was no carryover or other impacts from the previous fiscal year.

It should be noted that funding for the Chamber contract is funded by both the Policy & Management Department’s Business Development budget for \$330,000 of the Chamber’s workplan with the remaining \$120,150 in funding coming from the Tourism and Marketing budget, as several of the Chamber’s initiatives in FY 23/24 are tourism and marketing focused. The Chambers workplan expenses are related to the Metro Purple Line Extension and are reimbursable by Metro. Staff will work with the Chamber to ensure invoicing includes all the Metro required information to receive reimbursement for these expenses.

RECOMMENDATION

Staff recommends the Liaison Committee review and provide recommendations for the Chamber of Commerce quarter one program and initiative updates for FY 23/24.

Attachment 1



CHAMBER
of
COMMERCE

FY 2023-24 Quarter One Update
to Beverly Hills Chamber of Commerce
Liaison Committee
September 21, 2023

Todd Johnson, CEO; Brittany Ganson, Dir. Econ Dev. & Gov. Affairs; Greg Sefain, Econ Dev. Mgr.

Marketing and Outreach Support for City and Partner Events, Functions and Initiatives

- Programs including:
 - Office Hours with Doctor Gold
 - 60 Second Shoutouts
 - National Night Out
- Walk the Neighborhood:
 - Pickle Fest
 - Rodeo Drive Celebrates
 - Small Business Task Force Outreach



New York Business Attraction and Retention Mission

Outreach, preparation and travel:

- 3 days of meetings with primary focus on business attraction (10/24-10/26 travel booked)
- 24 meetings (16 confirmed)
- Focus on leasing throughout the City
- Industry Focuses:
 - Retail (emerging new brands)
 - Restaurants (new cuisine/Michelin rated)
 - Entertainment/Innovative/Experiential professional services



Other Economic Development and Business Support

- Property Owner's Task Force (1 of 4)
- Small Business Development Center (3 of 12)
- Broker's Roundtables (1 of 4)
- Small Business Task Force (1 of 4)
- Mayoral Business Retention Meetings (3 of 12)
- LA Metro Subway Stakeholder Meetings (3 of 12)
- New Businesses Newsletter (1 of 4)

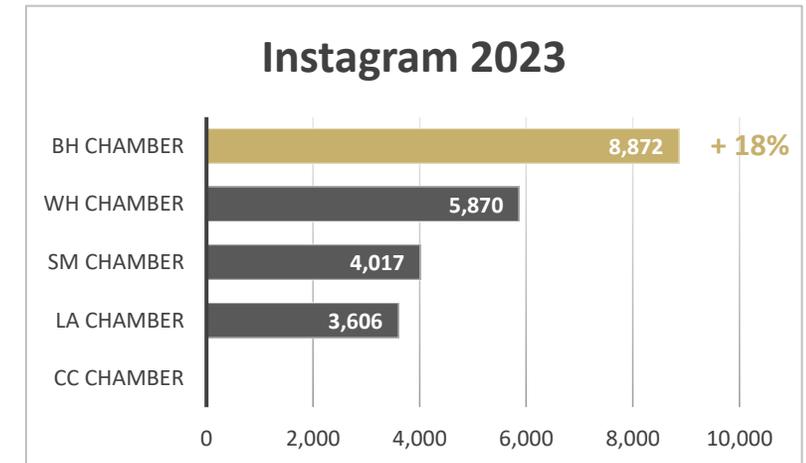
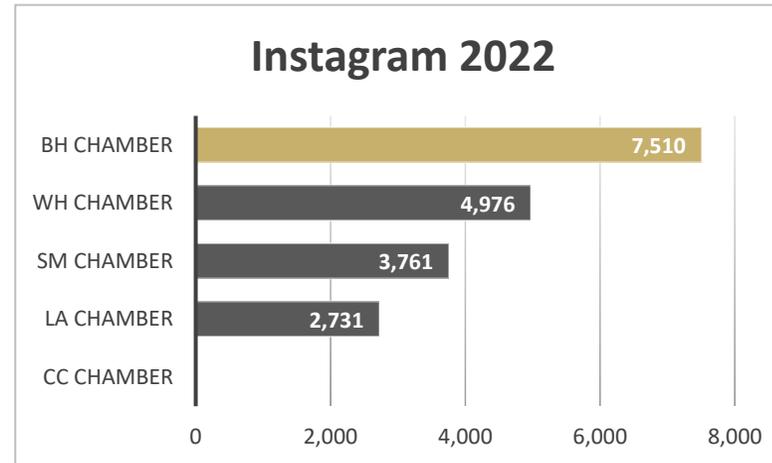
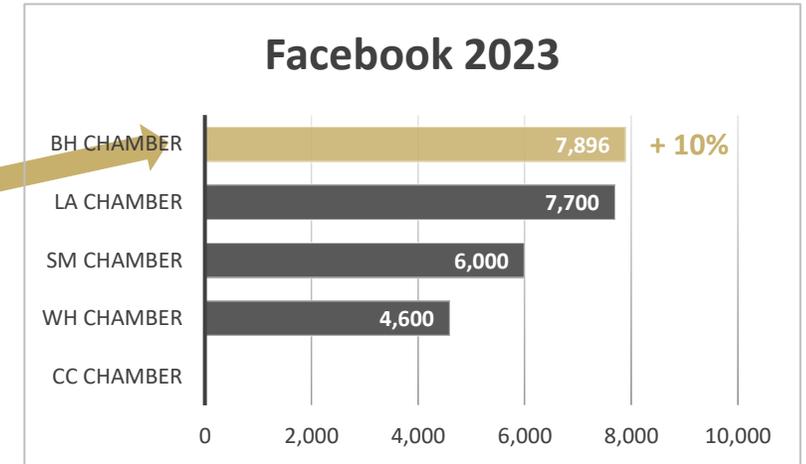
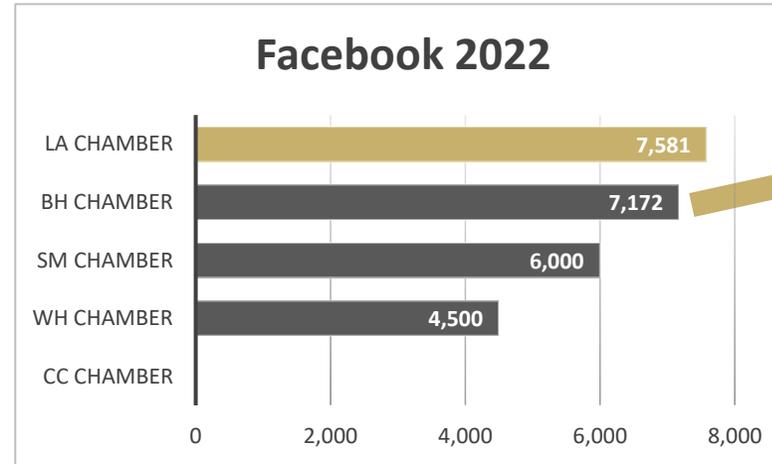


CHAMBER
of
COMMERCE

Now BH Shop Local Program: Social Media Snapshot

Aug 2022-Aug 2023

- BHCC leads area Chambers in critical social media (FB & IG)
- Captured FB lead from LACC over the last year
- Extended lead over all other Chambers



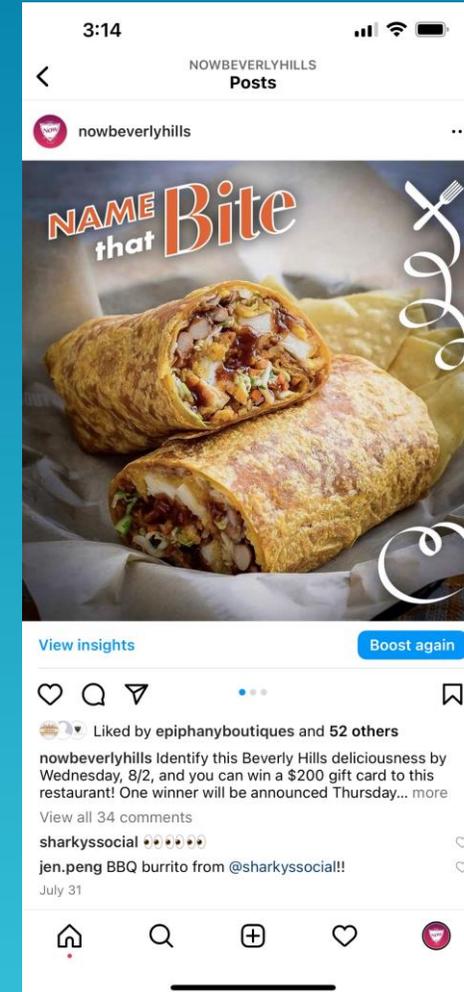
NAME that Bite

DURATION: JUN 23, 2023 – AUG 15, 2023

A fun and engaging contest where people guessed the names of Beverly Hills dishes and restaurants to win dinner for two.

Metric	Instagram		Facebook	
	Value	% Change	Value	% Change
Reach	9,269	↑ 379%	1,169	↑ 147%
Visits	697	↑ 428%	378	↑ 575%
Likes & Follows	121	↑ 290%	13	↑ 160%

Comparison %'s refer to the previous 53 days.



Reach	1,370	Typical 139-435
Comments	34	Typical 0-1
Shares	5	Typical 0-1
Likes	53	Typical 9-16
Saves	6	Typical 0-1

TOP PERFORMING POST

On the Horizon: Miami Business Attraction Research

Feasibility report on Miami:

- Potential location for a business attraction trip
- Targeted industries
- Warm lead list
- New concepts outside of NYC/BH



Thank You!



Attachment 2

2023-2024 City Work Plan Completion Tracker

Small Business Task Force (1/4)	Date Completed	Notes
Meeting 1	24-Aug	
Meeting 2		
Meeting 3		
Meeting 4		
Property Owners Task Force(1/4)		
Meeting 1	28-Aug	
Meeting 2		
Meeting 3		
Meeting 4		
Brokers Roundtable: Retail (1/2)		
Meeting 1	20-Sep	
Meeting 2		
Brokers Roundtable: Office (0/2)		
Meeting 1		
Meeting 2		
Mayoral Business Retention Meetings (3/12)		
Meeting 1: Skanska	2-Aug	
Meeting 2: ISAIA	2-Aug	
Meeting 3: The Cheese Store	8-Aug	
Meeting 4:		
Meeting 5:		
Meeting 6:		
Meeting 7:		
Meeting 8:		
Meeting 9:		
Meeting 10:		
Meeting 11:		
Meeting 12:		
LA Metro Stakeholder Meeting (3/12)		
Meeting 1	12-Jul	
Meeting 2	9-Aug	
Meeting 3	13-Sep	
Meeting 4	11-Oct	
Meeting 5	8-Nov	
Meeting 6	13-Dec	
Meeting 7	10-Jan	
Meeting 8	14-Feb	
Meeting 9	13-Mar	

2023-2024 Work Plan Summary

Meeting 10	10-Apr	
Meeting 11	8-May	
Meeting 12	12-Jun	
Walk The Neighborhood Reports (6/26)		Report
Report 1: S Beverly Dr - Rodeo Drive Celebrates (1)	20-Jul	BG
Report 2: PickleFest Outreach	20-Jul	GS
Report 3: S Beverly Dr - Rodeo Drive Celebrates (2)	3-Aug	BG
Report 4: SBTF Outreach for 8/24 meeting	15-Aug	GS
Report 5: LA Metro Station Naming Outreach	19-Sep	BG
Report 6: LA Metro Station Naming Outreach	19-Sep	GS
Report 7:		
Report 8:		
Report 9:		
Report 10:		
Report 11:		
Report 12:		
Report 13:		
Report 14:		
Report 15:		
Report 16:		
Report 17:		
Report 18:		
Report 19:		
Report 20:		
Report 21:		
Report 22:		
Report 23:		
Report 24:		
Report 25:		
Report 26:		
Small Business Development Center (3/12)		
Webinar 1: Dominate Your Local Market	27-Jul	
Webinar 2: Security (Cybersecurity/Omega Private Security/BHPD to present)	17-Aug	
Webinar 3: Get to Know Your City (Magdalena to organize City presenters)	21-Sep	
Webinar 4: BHPD Safety with Chief Stainbrook	19-Oct	
Webinar 5: Holiday Security Preparedness	16-Nov	
Webinar 6: Opening a Small Business in Beverly Hills (perhaps Rubi's story of Sweet Angeles)	14-Dec	
Webinar 7: Asset Based Funding and Factoring	18-Jan	
Webinar 8: Angel and Private Equity Investors	15-Feb	
Webinar 9: Commercial Banking Opportunities	21-Mar	
Webinar 10: Ownership Transition of Business (David Herman of Diamond Capitol Advisors to present)	18-Apr	

2023-2024 Work Plan Summary

Webinar 11: ADA Compliance	16-May	
Webinar 12:	20-Jun	
One on One Consultation	Hours	GS
46 Meetings	53.75	
NowBH		EZ
Total Social Media Posts(200 req.)	30	
Total Newsletters (12 req.)	3	
Business Profiles(24 req.)	6	
Marketing Campaigns(4 req.)		
Name that Bite	July	
Hidden Gems	September	
Bold Bites Bold Sounds		
Small Business Saturday		
Holiday Campaign		
Dine LA		
Marketing (Up to 100 SM Posts, and 40 newsletters, and 12 newsletter items)		
<i>Total posted by SMLZ FY 23-24</i>		
<i>Total posted by BHCC FY 23-24</i>		
TOTAL POSTS ON BEHALF OF CITY BY BHCC & SMLZ FY 23-24		
<i>Newsletters</i>		
Beverly Hills Economic Development Website Support		
Waiting on City for monthly meeting dates		
Economic Sustainability Plan Support		
TBD		
Regional Business Attraction		
Ongoing with SMLZ, weekly meetings on Tuesdays @ 1:30pm		
Completed Deck	6-Sep	
Completed Sizzle Reel	14-Sep	