



**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

***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 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 or 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.

Attachment 1

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

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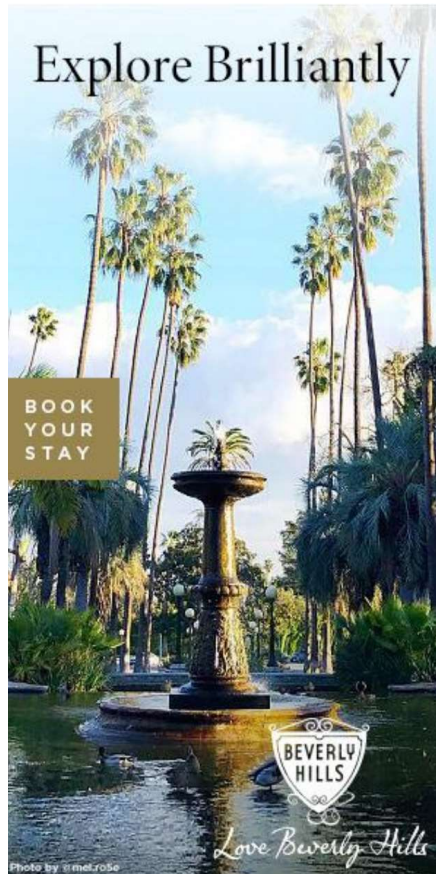
Website Visitor Re-Marketing & Hotel Referrals

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



FY 2022/23 BOLD Summer Budget

Summer BOLD Description	Amount
Concepts & Banners	\$20,000
Digital Asset Production and Development	\$14,000
Three Holiday Print Ads Plus Creative	\$7,500
Targeted Digital Media	\$110,000
TOTAL	\$151,500
PAID BY BHCVB FROM FY 22/23 PLAN	\$1,500
TOTAL APPROVED REQUEST FROM THE CITY	\$150,000

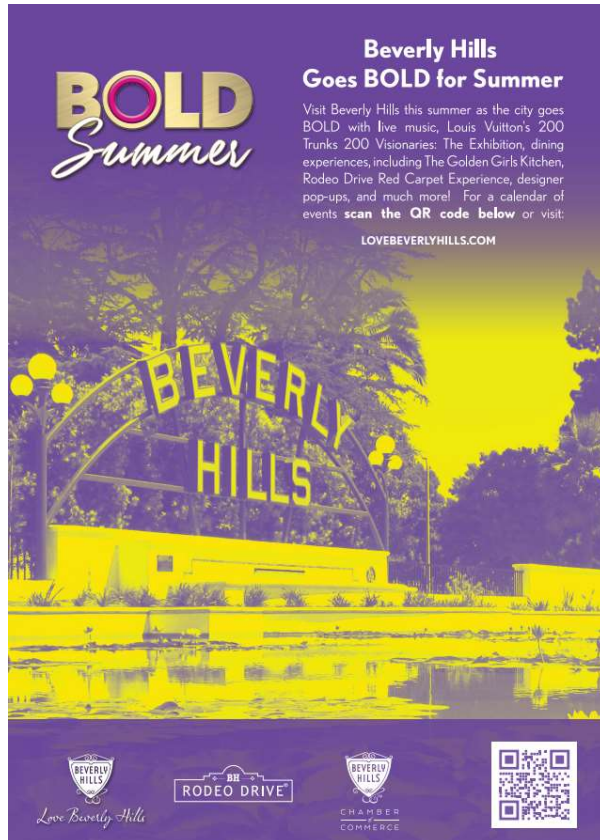
BOLD Summer 2022 Digital Marketing

Street pole banners designed by Yes Design Group.



BOLD Summer 2022 Print Advertisements

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



BOLD
Summer

**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

BEVERLY HILLS

RODEO DRIVE

**CHAMBER
COMMERCE**

Love Beverly Hills

QR Code

**BEVERLY PRESS
PARK LABREA NEWS**

Serving the Park Labrea, Miracle Mile, Hancock Park, Beverly Hills and West Hollywood communities since 1946.

July 28, 2022

BEVERLY HILLS *COURIER*

THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

July 29, 2022

**Beverly Hills
Weekly**

SERVING BEVERLY HILLS • BEVERLYWOOD • LOS ANGELES

August 4, 2022

BOLD Summer 2022 Print Advertisements

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

A half-page print advertisement for Beverly Hills' BOLD Summer 2022. The background is a photograph of the Beverly Hills sign at night, reflected in a pool of water. The text is overlaid on a dark blue vertical band on the left side. The title 'BOLD Summer' is at the top, with 'BOLD' in large, bold, white letters and 'Summer' in a white script font. Below it, the headline 'Beverly Hills Goes BOLD for Summer' is in white. The main body of text describes the summer events, including live music, Louis Vuitton's 200 Trunks 200 Visionaries: The Exhibition, dining experiences, and the Golden Girls Kitchen. It encourages visitors to scan a QR code for a calendar of events. The website 'LOVEBEVERLYHILLS.COM' is at the bottom. On the right side, there are three logos: the Beverly Hills Chamber of Commerce logo, the 'BH RODEO DRIVE' logo, and the Beverly Hills Chamber of Commerce logo again. A QR code is located in the bottom right corner.

BOLD
Summer

**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

BEVERLY HILLS
Love Beverly Hills

BH
RODEO DRIVE®

BEVERLY HILLS
CHAMBER
of
COMMERCE



BHCVB BOLD Summer 2022 Itinerary

[BOOK YOUR STAY](#)[MENU](#)

THE FABULOUS YACHTSMEN



THE FABULOUS YACHTSMEN

Week of August 7 – 13

Sunday, August 7

- Don't miss the Picklefest contest today at the **Beverly Hills Farmers' Market** from 9 a.m. to 1:00 p.m. This certified farmers' market showcases local farmers and vendors and features a petting zoo and live music.
- Afterwards, join the City of Beverly Hills for a complimentary **Artfully Curated Guided Tour** from 11 a.m. - 12:30 p.m. Along with viewing a selection of important public artworks, this special tour is curated with the city's arborists to identify rare and important trees in historic Beverly Gardens Park, many of which were planted in 1907 when the park was founded. The tour meets at 11 a.m. at the **Beverly Hills Sign and Lily Pond** in Beverly Gardens Park. There is no cost to participate but **registration** is required. Book early as tours fill up!

Monday, August 8

- Beverly Hills has long been recognized as home to some of the world's most **unique chocolate and sweet shops**. From authentic French pastries to the original cupcake ATM which dispenses freshly baked goodies 24 hours a day, Beverly Hills is the perfect destination for sweet toothed fanatics.
- Whether you're a resident or visiting Beverly Hills, please join us at **Business with Bosse!** This new initiative was created by **Beverly Hills Mayor Lili Bosse** to put a spotlight on local businesses and see firsthand how special they are. Drop in at **Nua** this evening from 6:30 p.m. - 8:00 p.m. to meet the mayor and local

Monday, August 8

- Beverly Hills has long been recognized as home to some of the world's most **unique chocolate and sweet shops**. From authentic French pastries to the original cupcake ATM which dispenses freshly baked goodies 24 hours a day, Beverly Hills is the perfect destination for sweet toothed fanatics.
- Whether you're a resident or visiting Beverly Hills, please join us at **Business with Bosse!** This new initiative was created by **Beverly Hills Mayor Lili Bosse** to put a spotlight on local businesses and see firsthand how special they are. Drop in at **Nua** this evening from 6:30 p.m. - 8:00 p.m. to meet the mayor and local community. Small bites will be served.

Tuesday, August 9

- Louis Vuitton's "**200 Trunks 200 Visionaries: The Exhibition**" is open from 10 a.m. - 8 p.m. today at 468 North Rodeo Drive to celebrate Louis Vuitton's bicentenary birthday and an ongoing tribute to his innovative legacy. The exhibition showcases Louis Vuitton trunks as reimagined by 200 of today's most notable visionaries across disciplines from arts and culture and the sciences to sports and global causes. **The exhibition is free of charge but reservations are required.**

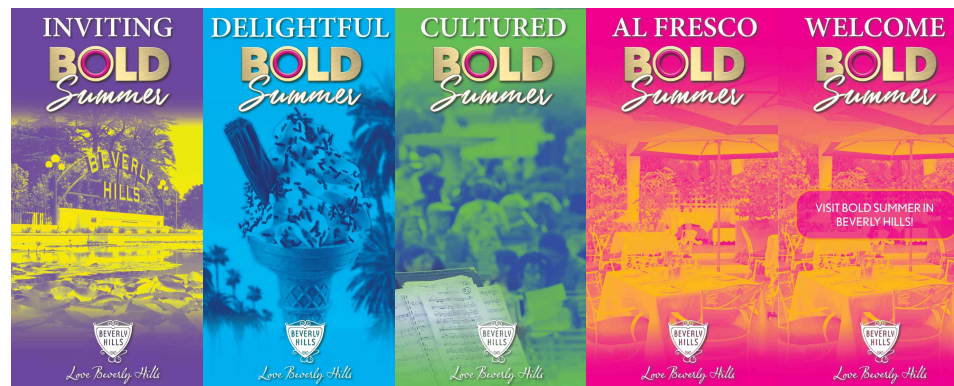
In addition to itinerary above, BHCVB offers a Full Events Calendar: <https://www.lovebeverlyhills.com/events>

BOLD Summer 2022 Digital Marketing

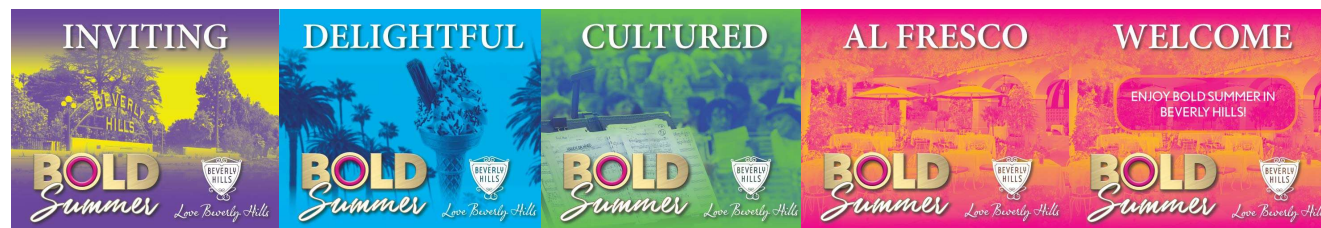
Digital media marketing and conquest campaign
with Datafy.



Campaign Flight: July 20 – September 6, 2022



Creative Agency



BOLD Summer Animated Banner Frames

BOLD Summer 2022 Digital Marketing

Campaign Overview



Goals

Awareness and Brand Engagement
Activation/Attribution

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

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 .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 Datafy digital ad**



13.1x

More Likely to Visit

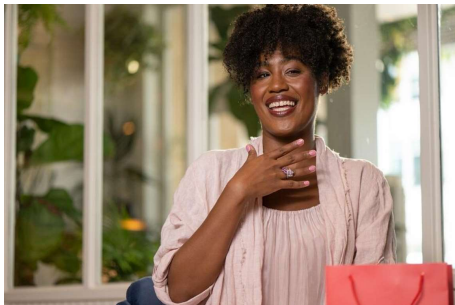
Luxury Competitive Conquest was highly effective to sway *new visitation* from key audiences who had previously visited competitive luxury hotels, but not Beverly Hills' tracked hotels. This strategy is *increasing Beverly Hills' market share*.

Beverly Hills Duets



Beverly Hills Duets 5-Part Video Series

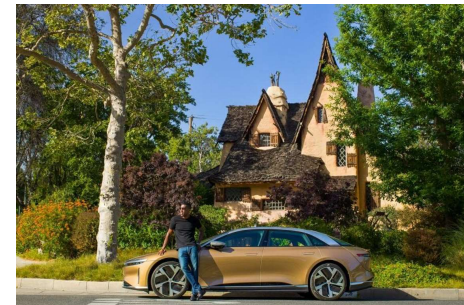
Beverly Hills Duets is a five-part video series created by the Beverly Hills Conference & Visitors Bureau featuring complementary experiences that showcase the many things to see and do in the city of Beverly Hills.



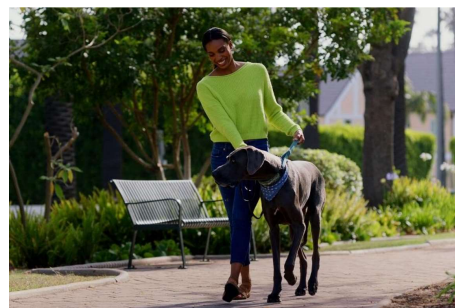
Carats & Cocktails



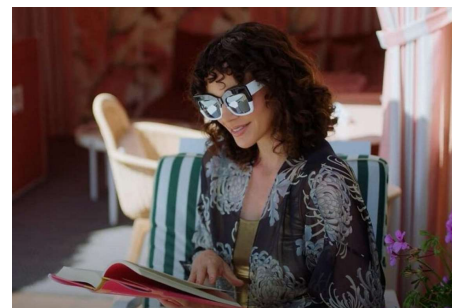
Cuisine & Culture



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

Episode	Plays	% Plays	Impressions
Sun & Shade	326,333	38.2%	351,568
Carats & Cocktails	226,392	26.5%	244,547
Motorcars & Manors	137,503	16.1%	149,850
Parks & Pooches	102,866	12.1%	118,828
Cuisine & Culture	60,558	7.1%	86,504
Total	853,652	100.0%	951,297

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

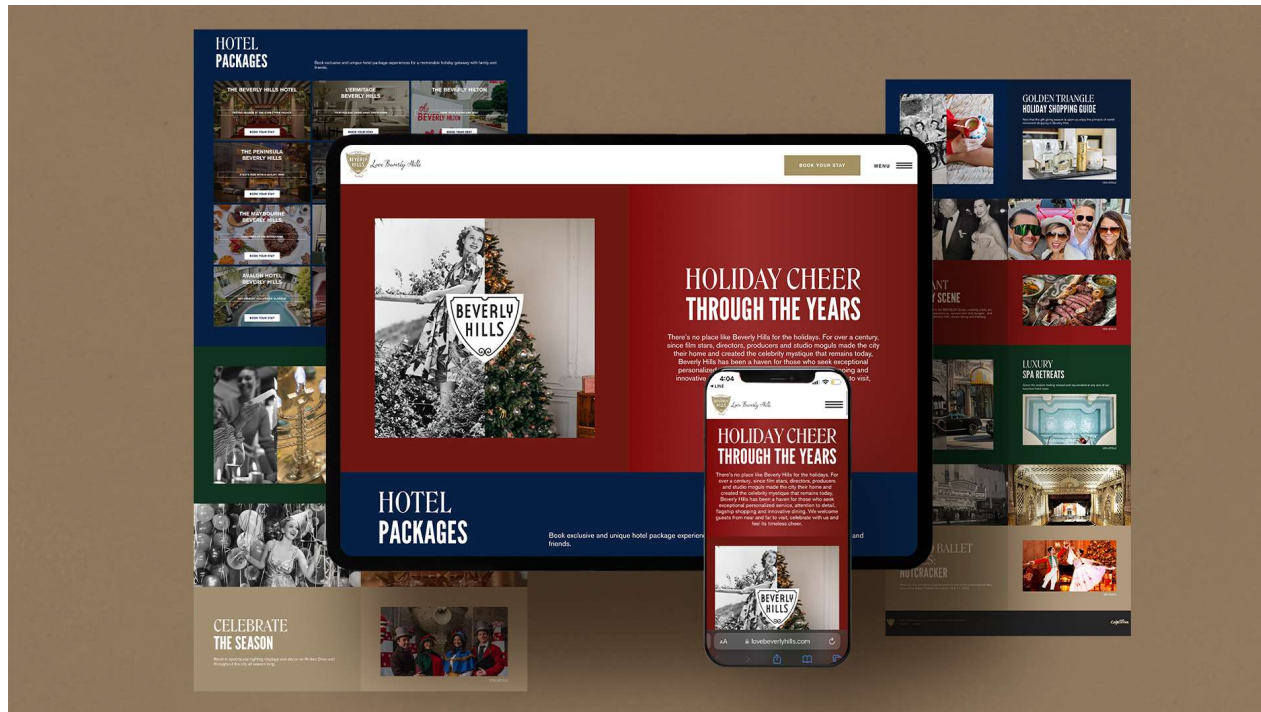
\$126,500 For Advertising and Asset Production – Additional funding

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



BEVERLY PRESS
PARK LABREA NEWS
Serving the Park Labrea, Winnetka Hills, Woodland Hills, Beverly Hills and West Hollywood communities since 1961.

December 15, 2022

BEVERLY HILLS COURIER
THE NEWSPAPER OF RECORD FOR BEVERLY HILLS

November 18, 2022

BEVERLY HILLS COURIER
STYLE

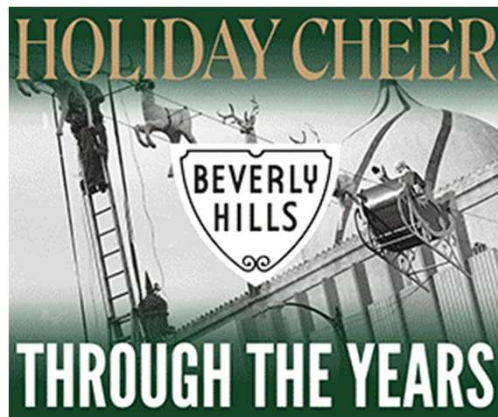
November 18, 2022

Beverly Hills
Weekly
BEVERLY HILLS • BEVERLY PRESS • LOS ANGELES

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

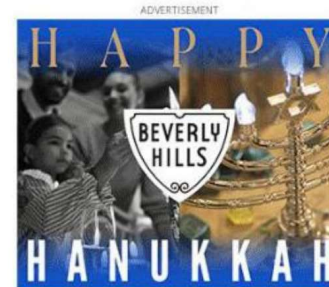
MNI Digital Marketing Campaign Results:



- **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

Chicago Tribune 300x250

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 / Expedia Leveraged Media Co-op



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



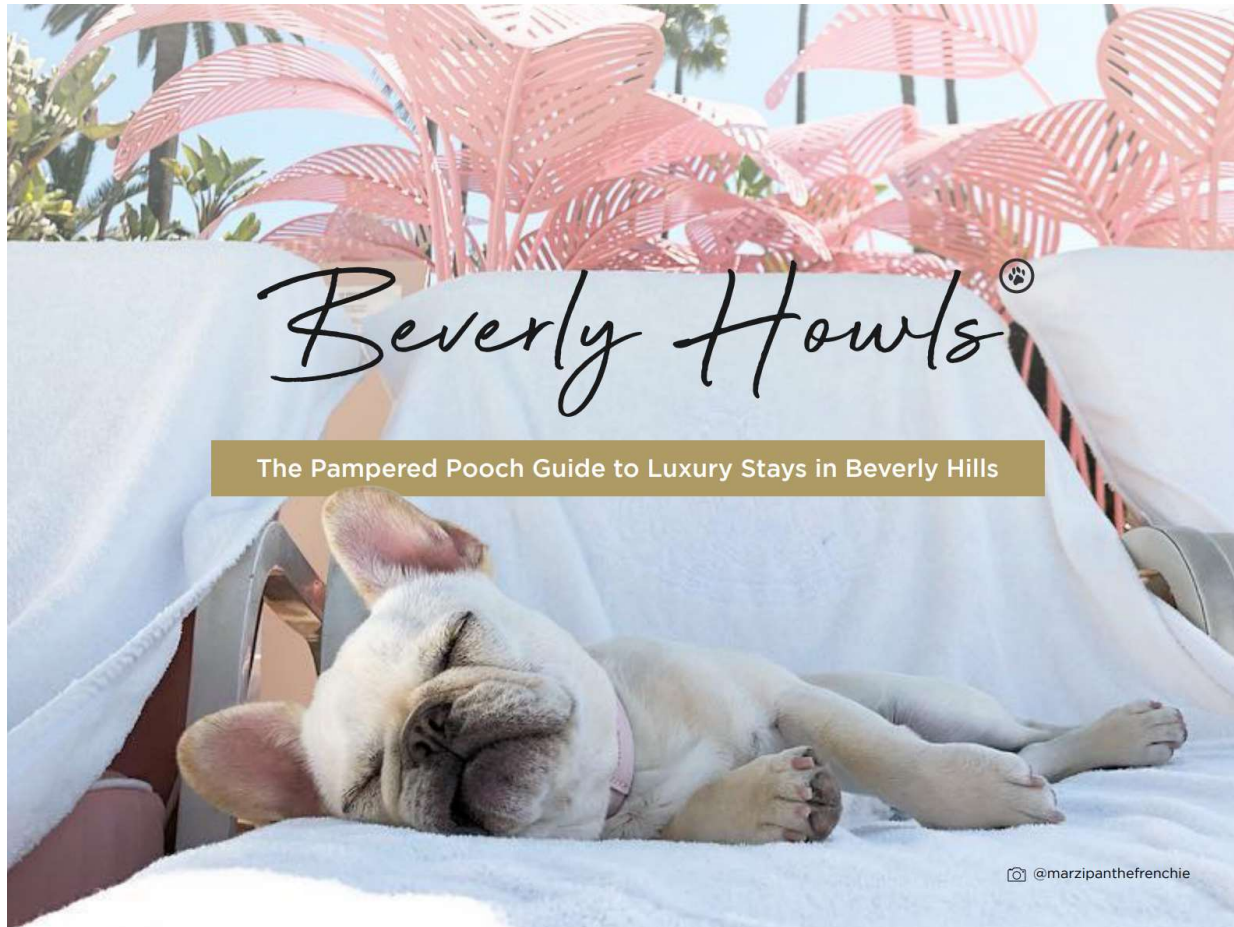
FY 2021/22 Carryover Final

ACTUAL CARRYOVER DESCRIPTION	20/21 Remaining	21/22 Remaining	Amount to be used 22/23
Offset FY 22/23 Program of Work+		\$150,000	\$150,000
GCC Sales Mission		\$30,000	\$30,000
Salary for new position		\$20,313	\$20,313
Additional destination marketing**	\$75,351		\$75,351
TOTAL			\$275,664

+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 Howls Public Relations Campaign

Beverly Hills, or should we say Beverly Howls, is famous for providing best-in-class facilities and services. We are one of the cities with the most luxury hotels per square mile, it's the perfect destination for people to relax and unwind, but it is also the paw-fect place to pamper dogs too. In Beverly Howls we understand that your pooch is part of your family and that they deserve the same luxuries as you do. So, we've curated luxurious dog-friendly venues and services that are guaranteed to get tails wagging for even the most discerning pooches. Our Beverly Howls guide features the most lavish places to stay, play, eat and shop for dogs and their owners to experience - you'd be barking not to!



@metapizz

01



@ed_pics

Courtesy of Avalon Hotel Beverly Hills

AKA Beverly Hills

AKA Beverly Hills' luxury apartments are the perfect choice for discerning guests, and their pets, who seek accommodations for extended stays of 7 nights or longer. It is an exclusive, contemporary residential oasis offering spacious residences, with fully equipped gourmet kitchens, custom furnishings and private balconies. There is plenty of dog-friendly private outdoor space on-site. Plus, just across the street, Crescent Park boasts additional space and greenery to play outside. AKA Beverly Hills is located just a short walk from Rodeo Drive and is within close proximity to trusted neighborhood pet stores and groomers.

155 North Crescent Drive, Beverly Hills, CA 90210

www.stayaka.com/aka-beverly-hills

Pet fee: \$25 per night (service animals with proper paperwork are complimentary)

Pet weight Limit: 25lb

Avalon Hotel Beverly Hills

The Avalon Hotel is inspired by timeless mid-century modern design and personal service. It has a relaxed California environment, with views of an hourglass-shaped pool and private cabanas. The Avalon Hotel is known for its Hollywood celebrity history, previously serving as Marilyn Monroe's residence. The Avalon Hotel was frequented by the likes of Faye West, Lucille Ball and Desi Arnaz, all of whom were dog owners. The hotel offers dogs a plush Casper bed, feeding bowls and doggie treats, providing your pooch the pampering it deserves. The best part is that a portion of the pet fee is donated to the Best Friends Animal Society whose mission is to eradicate homeless pets, allowing you and your dog to stay in style and comfort while feeling good about giving back.


9400 W. Olympic Blvd, Beverly Hills, CA 90212

www.avalon-hotel.com/beverly-hills

Pet fee: \$100 per stay

Pet weight Limit: 50lb

02



@dange_and_chloe

The Beverly Hilton

Situated on the crossroads of Santa Monica and Wilshire Boulevards, The Beverly Hilton is perfectly suited for you and your pooch, especially if Fish has stars in their eyes. Home to several glitzy red-carpet events, including the Golden Globes, and a short distance from Rodeo Drive, this iconic hotel is where entertainment meets fashion and Beverly Hills meets Hollywood. The Beverly Hilton welcomes a limit of two furry friends up to 75lbs for an additional \$50 per pet, per stay. Pooch owners can visit Will Roger Memorial Park for some exercise and playtime, just a short walk away, or relax poolside under pink and white striped umbrellas with cabana rooms in the background. Be sure to pack sunglasses for you and your pup, as you are bound to be starruck at the Beverly Hilton!

9876 Wilshire Boulevard Beverly Hills, California 90210

www.thebeverlyhilton.com

Pet fee: \$50 per pet, per stay

Pet weight limit: up to 75lbs



@georgiofbeverlyhills

L'Ermitage Beverly Hills

L'Ermitage opened its doors in 1975. Hidden away on one of Beverly Hills' iconic palm-lined, residential boulevards, the hotel is a discreet, luxurious getaway just a few moments away from the city's thriving center. Every traveler that visits L'Ermitage is a special guest, and the hotel's unparalleled service has established the destination as the longest running Forbes 5-star all-suite hotel in the world. Pooch pals are welcomed by name to L'Ermitage, with a kae dog bed, leash, food and water bowls waiting for them in-suite upon arrival, along with plush toys and delicious treats. If you need to head out, your furry friend can still make the most of the city with a dog walk, arranged by the concierge, or if they'd rather have a nooze in your suite, a pet in room door hanger ensures that they'll remain undisturbed.

9291 Burton Way, Beverly Hills, CA 90210

www.lhermitagebeverlyhills.com

Pet fee: \$50 per night

Pet weight Limit: 40lb

03



@shutbad

@pawstars Pet Care

Beverly Hills Community Dog Park

Located at Foothill Road and Alden Drive, the Beverly Hills Community Dog Park offers access for VIDs (Very Important Dogs) with off-leash areas for pooches of all sizes. The park is designed especially for canines, kept very clean and even equipped with poop bags. There's plenty of park seating and several drinking fountains for both dogs and their owners! There is also a supply of tennis balls that stay in the park that your dog can enjoy playing with. If you are planning to visit with your pet, you will need to register them to receive your dog tag permit. The dog park is open daily from 6 a.m. to 9 p.m. for registered Beverly Hills residents, people who work in Beverly Hills, hotel guests, and residents' guests. Park Rangers will check for dog tag permits. Dogs must be accompanied by an owner of 16 years or older.

344 N. Foothill Road, Beverly Hills, CA 90210

To register your pet, visit www.beverlyhills.org/stoppage

Pet fee: N/A

Coldwater Canyon Park

Coldwater Canyon Reservoir Park is considered unique as it was built over an 8-million-gallon reservoir. The beautifully landscaped green space is on the east side of Coldwater Canyon, at Beverly Drive, and provides over 5.5 acres of walking and stick-throwing space for your furry friend. To cool down, pets can lounge in shaded seating areas or by the fountain and water stream.

1100 N. Beverly Drive, Beverly Hills, CA 90210

www.lovebeverlyhills.com/things-to-do/view/coldwater-canyon-park-1891

Pet fee: N/A

04

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



Happy Trails

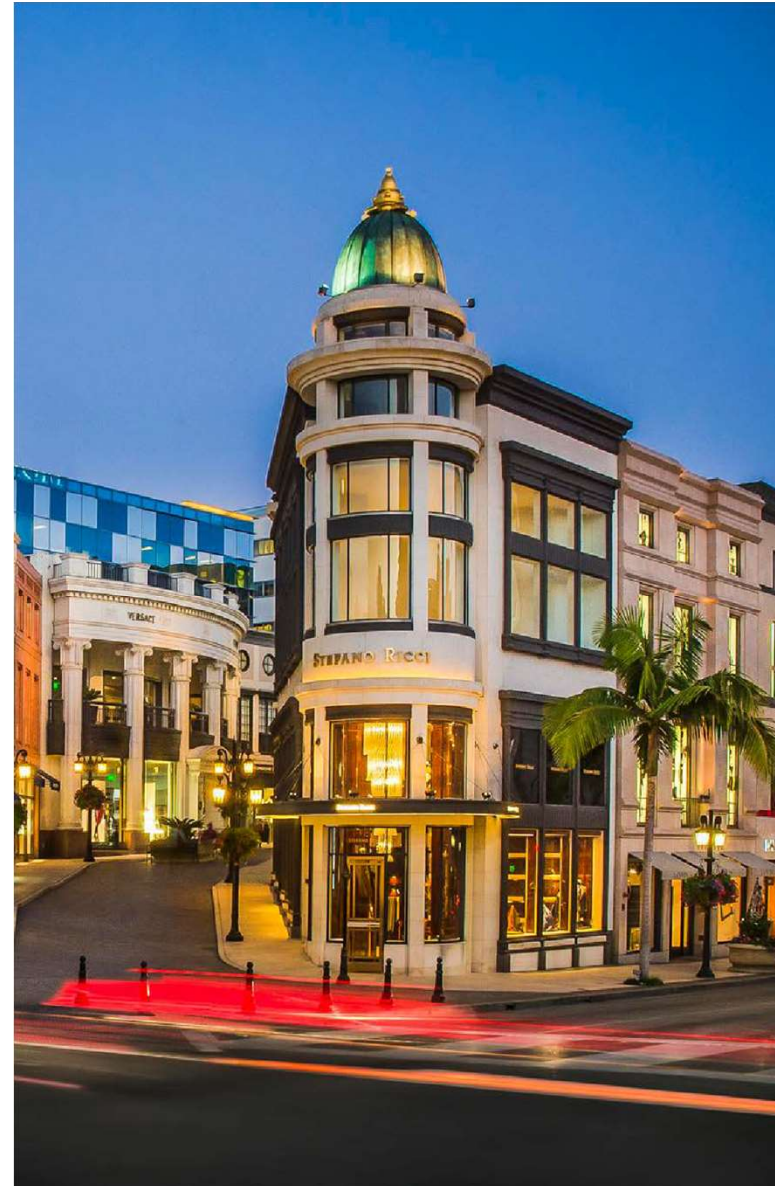
Some think walking trails are only for rural destinations, but in Beverly Hills we show you how to get out and about in one of the most famous cities in the world.



INTRODUCTION & CONTENT

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



[illegible]

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 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 Cottam, Director



CHRIS' REEL

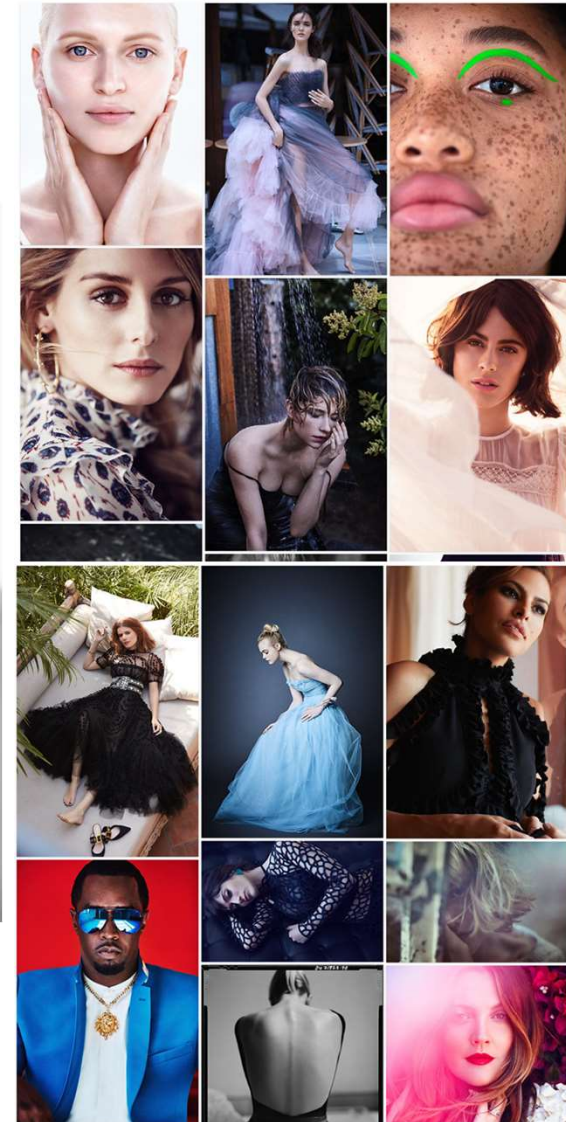
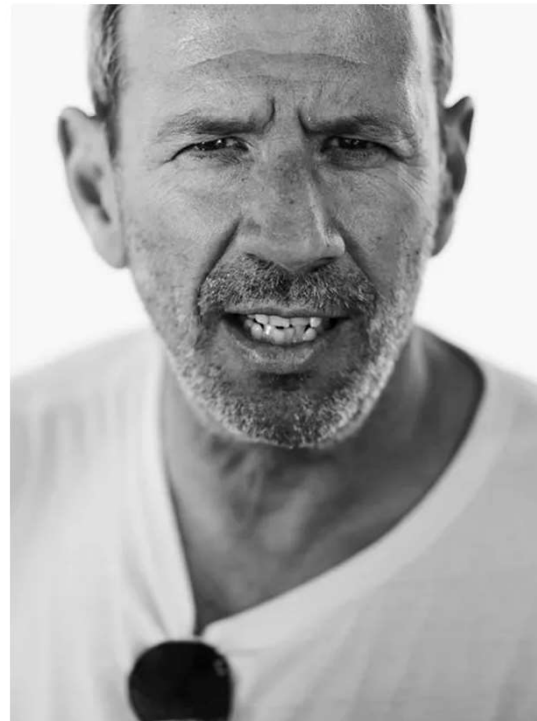


Chris has been warming hearts, and inspiring audiences for over two decades. Nominations and awards including BAFTA, Emmy, Critics Choice and the Royal Television awards have followed and Chris' work has over 1 billion downloads on youtube, and counting. He has also received many commissions for his 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.**



stripe

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.



Travel Trade



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



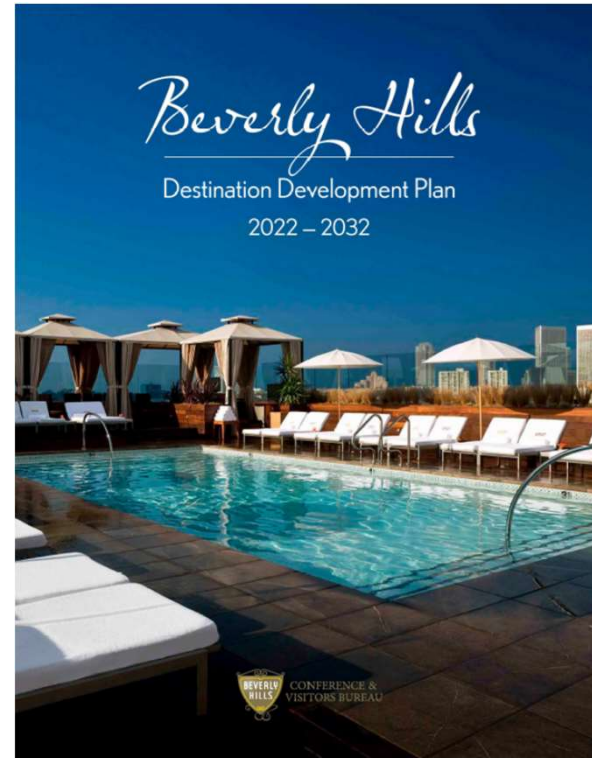
Beverly Hills Destination Master Plan

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)

IMEX Travel Trade Show Payment

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

