



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
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee 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

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Thursday, April 29, 2021
10:00 AM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. 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 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.

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

for 
Huma Ahmed
City Clerk

Posted: April 23, 2021

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



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CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Chamber of Commerce Liaison Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager
Cynthia Owens, Policy & Management Analyst

DATE: April 29, 2021

SUBJECT: Proposed Fiscal Year 2021-22 Beverly Hills Chamber of Commerce Work Plan

ATTACHMENTS:

1. Proposed Work Plan
2. Proposed Budget Detail
3. Summary of Budget Items

INTRODUCTION

Prior to the start of each fiscal year, the City Council Chamber of Commerce Liaison Committee (Mayor Robert Wunderlich and Councilmember Lili Bosse), meets to discuss the Beverly Hills Chamber of Commerce and Civic Association (“Chamber of Commerce”) work plan items for the upcoming fiscal year (Attachment 1). The Council Liaisons make recommendations regarding the Chamber of Commerce’s work plan. Subsequently, the Chamber of Commerce’s work plan, along with any modifications, is presented to City Council at a future Study Session Meeting.

DISCUSSION

The City contracts with the Chamber of Commerce to provide a range of economic development programs, which reflects City priorities and seek to retain existing businesses and attract new businesses to Beverly Hills. The Chamber of Commerce’s focus is on fostering business-to-business relationships in Beverly Hills and to act as a liaison between the City and business community.

The Chamber of Commerce’s proposed Fiscal Year 2021-22 Work Plan includes a mix of programming that typically recurs annually as well as new initiatives that reflect current and upcoming City Council priorities including those listed in the recent Economic Sustainability Plan update.

Summary of Programming

A summary of the programming listed in the Chamber of Commerce’s Work Plan is below with more detail provided in Attachment 1.

- (1) Chamber of Commerce will provide **Beverly Hills COVID-19 Business Support & Communication Program** by providing communications support and business visitations to inform business about key resources and news updates and gather critical data and information for the City, Chamber of Commerce and partners during COVID-19 recovery;

- (2) Chamber of Commerce will organize and participate in the annual **New York Business Attraction and Retention Mission**;
- (3) Chamber of Commerce will organize and participate in a **San Francisco Business Attraction and Retention Mission**, similar to the New York Mission, which would include outreach, preparation and travel to San Francisco for a 1½ day trip;
- (4) Chamber of Commerce will manage regular meetings of the **Beverly Hills Commercial Property Owner's** task force to spur dialogue and develop ideas and plans for commercial properties;
- (5) Chamber of Commerce will manage the **Small Business Development Center Partnership** with El Camino College, which offers one-on-one business counseling and educational seminars;
- (6) Chamber of Commerce will manage the **Beverly Hills Shop Local Program**, currently known as "My Beverly Hills". This program focuses on connecting businesses and residents and to encourage residents to shop locally and will undergo a rebranding in this fiscal year;
- (7) Chamber of Commerce will organize and host four **Broker's Roundtables** so retail and office commercial real estate brokers can meet with City staff to spur discussion on any real estate opportunities that could benefit the community;
- (8) Chamber of Commerce will provide **Management of Beverly Hills Small Business Task Force** to gather feedback and recommendations about strategies to attract and retain small businesses in Beverly Hills;
- (9) Chamber of Commerce will maintain a dedicated **Beverly Hills Economic Development Portal** which will provide a series of economic development data tools to help existing and prospective businesses gather critical business information;
- (10) Chamber of Commerce will organize twelve **Mayoral Business Retention Meetings** between Beverly Hills business owners and the Mayor;
- (11) Chamber of Commerce will organize twelve **LA Metro Subway Stakeholder Outreach Meetings**. These meetings will provide a forum for businesses, partner agencies and the City to communicate ongoing information about subway construction for Section 2 and its impact to businesses. Funds for this work plan item may be subject to reimbursement from Metro.
- (12) Chamber of Commerce will participate in subcommittee meetings for the City's new **Economic Sustainability Plan** and help identify and execute action items to implement the Plan;

- (13) Chamber of Commerce will **Support New and Existing Business Projects** in Beverly Hills by observing and participating in the planning process for two business openings and/or projects;
- (14) Chamber of Commerce will actively engage in **Regional Business Attraction** in order to identify and outreach to business attraction targets within the Southern California region; and
- (15) Chamber of Commerce will develop new **Business Attraction Campaign Marketing Materials** to help support business attraction efforts of both the City and the Chamber of Commerce.

FISCAL IMPACT

Over the last three fiscal years, the Chamber of Commerce’s budget has ranged from \$304,080 to \$347,505 as shown in the table below. This year, the Chamber of Commerce is requesting \$488,940 as further detailed in Attachments 2 and 3. The table below reflects the consideration approved by the City Council for the Chamber of Commerce’s Agreements with the City for the last three fiscal years and the proposed request for FY 21/22.

| | FY 18/19 | FY 19/20 | FY 20/21 | FY 21/22 Request |
|-------------------|-----------------|-----------------|-----------------|-------------------------|
| Cost of Agreement | \$334,390 | \$347,505 | \$304,080 | \$488,940 |

The Chamber of Commerce request includes \$111,550 of onetime costs. Ongoing annual programming is proposed to be \$377,390 in FY 21/22. The table below shows the break out of these costs.

| Summary of FY 21/22 Costs | Amount |
|---|------------------|
| Shop Local Program Rebrand – Onetime Cost | \$41,300 |
| Business Attraction Campaign Marketing Materials – Onetime Cost | \$40,800 |
| Support New and Existing Business Projects – Onetime Cost | \$29,450 |
| Subtotal of Onetime Costs | \$111,550 |
| Ongoing Annual Programming | \$377,309 |
| Grand Total | \$488,940 |

The proposed FY 21/22 Business Development (00101313) budget, which will be presented to City Council by the Finance Department in May and June of 2021, is \$400,000. Prior to FY 19/20, the base budget for the Business Development budget was \$407,500.

For FY 19/20, the City Council approved a budget enhancement of \$100,000 for the Next Night Block Party hosted by the city’s Next Beverly Hills Committee. Due to the COVID-19 pandemic, Departments were asked to decrease their budgets for FY 20/21. As the Next Night Block Party would not be occurring in FY 20/21 due to the pandemic, the \$100,000 associated with this event was removed from the Business Development budget. This budget was reduced by another \$7,500 as historically it contained enough funding for the Chamber of Commerce and

Next Beverly Hills Committee without the Block Party. The table below summarizes the adopted budget for the last several fiscal years.

| | FY 18/19 | FY 19/20 | FY 20/21 | FY 21/22 (Proposed) |
|-------------------------------------|-----------|-----------|-----------|------------------------|
| Adopted Business Development Budget | \$407,500 | \$507,500 | \$400,000 | \$400,000 |

If the City Council approves the FY 21/22 operating budget as presented during this year's proposed budget sessions, the Policy and Management Department will have \$400,000 available in the Business Development budget to fund the Chamber of Commerce's proposed work plan and any expenses associated with the Next Beverly Hills Committee.

For the fiscal year ending June 30, 2021, staff anticipates there will be \$76,822 in unused funding in the Business Development budget. Staff is proposing the Liaisons recommend the City Council approve a carry forward of this money to FY 21/22 in order to help offset the anticipated expenses in FY 21/22 for this budget.

Additionally, staff has identified \$32,118 of the Chamber of Commerce's Work Plan costs can be funded by the City's Community Development Technology Fund as it relates to the production of videos and website costs associated with promoting the use of technology improvements (electronic plan submittal and more) in the permitting and business development process.

The table below summarizes the Business Development expenses and potential funding for those expenses for FY 21/22

| Expense Description | Amount |
|---|------------------|
| Chamber of Commerce FY 21/22 Work Plan | \$488,940 |
| Next Beverly Hills Committee – Incubator and Community Outreach Initiatives | \$20,000 |
| Total Known Expenses for FY 21/22 Business Development Budget | \$508,940 |
| Funding Sources | Amount |
| Proposed FY 21/22 Business Development Budget | \$400,000 |
| Estimated Available Funding on 6/30/21 to Carry Forward to FY 21/22 | \$76,822 |
| Community Development Tech Fund for Projects in FY 21/22 Work Plan | \$32,118 |
| Total Available Funding | \$508,940 |

Staff has also identified \$13,350 of the Chamber of Commerce's proposed Work Plan expenses as being related to Section 2 of the Purple Line Extension. These costs can be reimbursed by Metro. Staff will work with the Chamber to ensure invoicing includes all of the Metro required information such that the City can receive reimbursement for those expenses.

RECOMMENDATION

Staff recommends the City Council Liaisons review the Chamber of Commerce's proposed Work Plan and associated funding request and propose modifications, if any. The Chamber of Commerce and City staff will incorporate any proposed modifications or comments into the Work Plan to present to the City Council at a future City Council Study Session meeting. Afterward, the City Council will be presented with a Formal Session Consent Agenda Item recommending City Council approval of the Fiscal Year 2021/22 agreement.

Attachment 1



CHAMBER
of
COMMERCE

2021-22 Chamber of Commerce Work Plan with the City of Beverly Hills

- I. Beverly Hills COVID-19 Business Support and Recovery Program
- II. Beverly Hills Economic Development and Business Support
 - A. New York Business Attraction and Retention Mission
 - B. San Francisco Business Attraction and Retention Mission
 - C. Beverly Hills Property Owners Task Force
 - D. Small Business Development Center Partnership
 - E. Shop Local Program
 - F. Broker's Roundtables
 - G. Beverly Hills Small Business Task Force
 - H. Beverly Hills Economic Development Portal
 - I. Mayoral Business Retention Meetings
 - J. LA Metro Subway Stakeholder Outreach Meetings
- III. New Initiatives
 - A. Economic Sustainability Plan Meeting and Strategic Support
 - B. Support New and Existing Business Projects in Beverly Hills
 - C. Regional Business Attraction
 - D. Business Attraction Campaign Marketing Materials

| Work Plan Component | FY: 2020-2021 Cost | FY: 2021-2022 Cost | Price Difference | Notes |
|--|--|--------------------|------------------|---|
| I. Beverly Hills COVID-19 Business Support & Communication Program | \$39,750 | \$24,850 | -14,900 | COVID-19 Economic Support to Businesses; removal of monthly COVID-19 webinars |
| Subtotal | | \$24,850 | | |
| IIA. New York Business Attraction and Retention Mission | N/A (Virtual Business Retention Meeting Cost was \$55,925) | \$107,690 | N/A | Business attraction and retention trip |
| IIB. San Francisco Business Attraction and Retention Trip | N/A | \$37,740 | N/A | Business attraction and retention trip |
| IIC. Beverly Hills Property Owners Task Force | \$13,460 | \$13,460 | Even | Regular meetings for property owner's group. |
| IID. Small Business Development Center Partnership | \$23,140 | \$26,350 | +3,210 | One on one consultations and monthly webinars for Beverly Hills businesses; enhanced marketing efforts. |
| IIE. Shop Local Program | \$62,590 | \$105,800 | +43,210 | Rebrand and management of Shop Local Program. |
| IIF. Broker's Roundtables | \$12,330 | \$13,800 | +1,470 | Adding one additional roundtable focused on office brokers. |

| | | | | |
|---|----------|------------------|----------|---|
| IIG. Beverly Hills Small Business Task Force | \$38,200 | \$13,400 | -24,800 | Reduction in scope of program. |
| IIH. Beverly Hills Economic Development Portal | \$3,950 | \$13,700 | +9,750 | Economic development website to highlight City; including vendor fees that were not required for FY20-21; enhanced marketing efforts. |
| III. Mayoral Business Retention Meetings | \$16,600 | \$15,550 | -\$1,050 | Management of meetings with key businesses and Mayor's Office |
| IIJ. LA Metro Subway Stakeholder Outreach Meetings | \$12,085 | \$13,850 | +1,765 | Outreach and informational meetings for Section 2 of the Purple Line in Beverly Hills; increase in in-person staffing expected. |
| Subtotal | | \$361,340 | | |
| IIIA. Economic Sustainability Plan Meeting and Strategic Support | N/A | \$12,500 | N/A | Attend sub-committee meetings; provide strategic input on implementation of Economic Sustainability Plan |
| IIIB. Support New and Existing Business Projects in Beverly Hills | N/A | \$29,450 | N/A | Observe planning process and |

| | | | | |
|--|------------------|------------------|-----------------|--|
| | | | | develop enhanced communication tools for businesses to understand process |
| IIIC. Regional Business Attraction | N/A | \$20,000 | N/A | Regional business attraction efforts |
| IIID. Business Attraction Campaign Marketing Materials | | \$40,800 | N/A | Professionally executed marketing materials to support business attraction efforts |
| Subtotal | | \$102,750 | | |
| Items Not Continuing from 2020-2021 | | | | |
| COVID-19 Business Recovery Assistance Task Force | \$16,100 | N/A | N/A | Task Force Not Expected to Meet in 2021-2022 |
| Beverly Hills Business Recovery Videos | \$9,950 | N/A | N/A | Work rolled into videos for business attraction marketing efforts and for "Support New and Existing Business Projects in Beverly Hills" item |
| TOTAL | \$304,080 | \$488,940 | +184,860 | |

I. Beverly Hills COVID-19 Business Support and Recovery Program

Overview

Communications support and business visitations to inform business about key resources and news updates and gather critical data and information for the City, Chamber and partners during COVID-19 recovery.

Objective

Assist the City with communication of COVID-19 related news and critical updates. To better inform the City, Chamber and its partners about the state of the business community and methods to support the business community.

Description

As our City enters a recovery period from the COVID-19 pandemic, it is important to help support businesses get back on their feet which will in turn increase revenue to the City and its high level of service.

The Chamber proposes to continue much of the business support and recovery work it began last year to help advise businesses as they recover from this crisis. This program would include the following elements:

- (1) Communication and outreach on COVID-19 protocols and resources
- (2) Conduct approximately bi-weekly (once every other week) “walk the neighborhood” efforts to connect and support local businesses

Recap of COVID-19 Support Work In 2020-2021

Due to the pandemic, the number of critical updates and information needed to be distributed to the community has grown substantially. The Chamber has worked diligently with the City to put out numerous e-blasts, updates and communications with the community as a whole as well as with individual inquiries.

The Chamber’s work this past fiscal year has consisted of the following (1) monthly COVID-19 related webinars; (2) communications and outreach; and (3) bi-weekly “walk the neighborhood” work.

The monthly webinars have covered a number of topics, including how to participate in the City’s OpenBH program, details about the City’s commercial eviction moratorium, how to re-open your office, COVID-19 related laws to be aware of, and details about 2020 election security precautions by the City. The webinars have been very well attended, ranging anywhere from 20

to 250 attendees for the October webinar on election security plans in the City. Reception from the community has been that these webinars have provided timely and valuable information to businesses on COVID-19 related issues. In light of the webinars the Chamber already organizes with the Small Business Development Center (see Item IID), the Chamber does not believe additional monthly webinars are needed for this coming fiscal year.

The Chamber has also conducted a series of outreach and communication efforts over the past year. They have included (1) sending out dedicated eblasts on important City and regionwide COVID-19 regulations and curfew alerts related to the civil unrest during 2020; (2) maintaining a business resources webpage with a list of COVID-19 resources for businesses as well as an updated list of restaurants, pharmacies and groceries in Beverly Hills that were open along with their operating hours and the services they were providing. The Chamber updated this list as new COVID-19 related orders changed what was allowed to be open (for example, outdoor dining). The Chamber has also worked with the City to gather information. For example, the Chamber sent out a survey to local pharmacies asking for information about their COVID-19 vaccine distribution plans.

Finally, the Chamber has conducted regular “walk the neighborhood efforts” to visit businesses and determine any critical needs during the pandemic. The Chamber has provided businesses a list of free resources to take advantage of, including consultations with Small Business Development Center representatives and the ability to take advantage of the My Beverly Hills shop local program. The Chamber has also taken note of concerns and worked in tandem with the City to address any requests for help that have arisen.

Proposal for 2021-2022

The Chamber proposes to continue its COVID-19 related work, including working with the City to put out key notices and emails, forwarding or responding to business inquiries and engaging in discussions with the City about how to most effectively engage and communicate with the business community.

Communication and outreach on COVID-19 protocols and resources

The Chamber plans to continue the COVID-19 communication and outreach it began this last fiscal year, including maintaining a list of COVID-19 resources on its website and list of Beverly Hills businesses in select sectors as well as collaborating with the City to put out email and other communication alerts related to the pandemic and recovery. As the City more fully enters a recovery phase, this work can be shifted to communicating City and partner COVID-19 recovery efforts.

Conduct Walk the Neighborhood Efforts to Support Local Businesses

This effort will involve canvassing a different street or streets about once every other week to greet local ground floor retail and restaurant businesses and find out how they are doing. This walk can be done with a City staff member if available and be used to notify businesses of important updates, provide information about City and Chamber work plan programs and services, learn of their concerns and relay any action items to Chamber or City staff.

The purpose of the walk would be to engage ground floor retail, restaurant and other businesses, to find out in a personable way how each business is faring, and to gather information for use by the Chamber, City and its partners in formulating and revising effective business support and recovery policies. The walks would take place approximately every other week. The Chamber will prepare a summary after each walk of the businesses visited and any findings/recommendations.

This item supports Action Item Nos. 2.B.2 (extend COVID-19 response efforts) and 2.D.1 (zoning code audit and streamline permit process) in the Economic Sustainability Plan.

Metrics

Engage in communication and business outreach regarding COVID-19 in partnership with the City. Conduct approximately bi-weekly (once every other week) “walk the neighborhood” on a different street each time to greet local ground floor retail and restaurant businesses and prepare reports with findings. Partner with City to follow up on actions items.

Conclusion

The total cost for this item is \$24,850. A cost breakdown is available in Attachment A.

II. Beverly Hills Economic Development and Business Support

A. New York Business Attraction and Retention Mission

Overview

Outreach, preparation and travel to New York City for a 4 day trip to attract and retain businesses in Beverly Hills.

Objective

To attract prestigious national and international companies doing business in New York to expand business to Beverly Hills with a continued focus on innovative and dynamic restaurants

and retail businesses that do not exist in Beverly Hills. To maintain and foster relationships with key existing businesses in Beverly Hills that are important to the City's economy.

Description of New York Mission and Results to Date

For many years, the City of Beverly Hills and Chamber of Commerce have engaged in a New York Business Attraction and Retention Mission to (1) encourage businesses based in New York to expand to Beverly Hills; and (2) for existing businesses, maintain important relationships, discuss the continued value of a presence in Beverly Hills and engage in dialogue about recent developments and opportunities.

In 2020-2021, the City and Chamber paused this annual trip due to the COVID-19 pandemic. In lieu of a trip, the Chamber organized and managed a series of virtual business retention meetings with Beverly Hills businesses and has had follow up meetings and/or communications with past business attraction targets to maintain the relationships built over time.

The Chamber has to date scheduled and conducted 10 business retention meetings, including meetings with key existing stakeholders such as Gucci, Ralph Lauren and Armani to discuss the state of their business and new initiatives at the City. In the course of these meetings, the Chamber and City gathered important updates and nurtured key relationships. For example, the City and Chamber learned that many of the Rodeo Drive stores were performing strongly despite the pandemic and the City was able to share important information to key senior leaders at these companies about security measures the City had taken following the civil unrest that began in Spring 2020.

In addition, the Chamber has contacted and talked virtually with about 15 business attraction targets from past meetings. For example, the Chamber has contacted the business attraction targets from recent trips to New York and had conversations with them about the current status of their business, to maintain the relationship, and to identify potential opportunities for them in Beverly Hills. These conversations have proven fruitful. For example, the Chamber has stayed in touch with a clothing retailer the delegation met with in 2018. After identifying potential opportunities and connecting them to a local broker, the company is actively looking for locations in Beverly Hills.

Several companies from past trips continue to visit Beverly Hills to explore opportunities. For example, luxury retailer Gabriela Hearst visited Beverly Hills in July 2020 and was given a tour by the Chamber and a broker. Several other companies have continued to expand in New York during the pandemic and asked to be connected to local brokers or property owners to learn about opportunities in Beverly Hills. Other companies from these trips have made visits to Beverly Hills. For example, the company Cote, a Korean Steakhouse, visited Beverly Hills in late fall of 2019 and took a look at several commercial spaces. The owners of Artechouse, a digital art experience, visited Beverly Hills in December 2019 and met with Chamber and City staff about potential opportunities in Beverly Hills.

The Chamber is pleased to report that following a 2019 visit and recruitment of Japanese shoe retailer Onitsuka Tiger in New York, the company recently opened a location in Beverly Hills at 474 N. Rodeo Drive and 9495 Santa Monica Blvd. The Chamber and City staff spent significant time recruiting and guiding the company as it explored options, navigated the permitting process and helping them successfully open.

The following are several examples of companies that have recently moved to Beverly Hills following visits by our delegation:

1. Onitsuka Tiger, a Japanese shoe retailer, was visited in New York in 2019 and opened in Beverly Hills in February 2021.
2. Berluti, a high end shoe store, was visited in New York in 2014 and 2015 and opened a store in Beverly Hills in 2017.
3. Famed chef Geoffrey Zakarian was visited in 2015 and opened the restaurant Georgie (it has since closed) in Beverly Hills in 2016.
4. La Colombe Coffee Roasters was visited in 2013 and opened a café on South Santa Monica Blvd. in Beverly Hills in 2017.
5. Laduree (macarons), was visited in 2011 and opened a location in Beverly Hills in 2016.
6. Vosges Chocolate was visited in 2006 and leased space on North Beverly Drive in 2011 (it has since closed).

Description of Planned 2021-2022 New York Mission

The Chamber proposes to return to an in person trip for 2021-2022 in order to continue the City's important business attraction and retention efforts. The Chamber proposes a 4 day trip (3 days of meetings, 1 day of travel) with a continued focus on business attraction meetings. The Chamber plans to continue to put an emphasis on meetings with unique restaurants and retailers as the Chamber believes this has the potential to make the biggest impact on the City. The Chamber could also explore meetings with innovative commercial professional services businesses. The Chamber also plans to organize several business retention meetings with key businesses based in Beverly Hills as it has done in the past. The trip can be taken at a time and in a manner consistent with COVID-19 safety protocols.

The Chamber proposes to have about 70 percent of the meetings be focused on attraction and about 30 percent on retention. The Chamber will work with the City to look at businesses that can help support the Council's priorities in 2021-2022.

Exact dates for the trip will be decided in collaboration with the City and will be adjusted as considerations from the COVID-19 pandemic dictate. The trip will continue to be dedicated to one-on-one meetings with the focus on attraction of new business candidates to Beverly Hills. The team will divide into 2 tracks of about 3 people each (a Chamber staff member, a City Councilmember/Mayor and a City staff member) for the meetings.

The Chamber will research key businesses to approach for attraction meetings in New York and assess which existing businesses in Beverly Hills would most benefit from a visit. As in prior years, the Chamber will arrange and coordinate travel logistics and meeting set up. The Chamber believes it is worthwhile to explore any incentives that could be provided to New York businesses to entice them to come to Beverly Hills.

The Chamber will also continue to follow up with companies from past trips to encourage them to expand to Beverly Hills or, in the case of existing companies, to support their retention in Beverly Hills.

This item supports Action Item Nos. 1.E.1 (cutting edge business attraction opportunities) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.

Metrics

The Chamber will plan to set up between 21 and 25 meetings with companies in New York. The Chamber will follow up with past business attraction and retention meeting targets.

The Chamber's goal will be to have at least one business open a location in Beverly Hills in 2022 and to position the City for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2022-2025).

Conclusion

The total cost for this item is \$107,690. A cost breakdown is available in Attachment A.

B. San Francisco Business Attraction and Retention Mission

Overview

Outreach, preparation and travel to San Francisco for a 1 1/2 day trip to attract select businesses to Beverly Hills.

Objective

To attract prestigious national and international companies doing business in San Francisco to open business in Beverly Hills with a continued focus on innovative and dynamic businesses that do not exist in Beverly Hills.

Description of San Francisco Mission and Results to Date

Starting in 2019, the Chamber and City initiated a business attraction and retention trip to San Francisco, recognizing that the City and surrounding Bay Area are a center of innovation and exciting new trends, products and concepts. In addition to one of the greatest concentration of

Michelin Guide starred restaurants in the world, the Bay Area is home to a number of other innovative restaurants, retailers and other companies.

The 2019 San Francisco trip took place in May 2019 and the delegation met with 8 different companies over a full day of meetings. The meetings included 7 business attraction meetings and a business retention meeting. Amongst the business attraction meetings, the delegation met with several companies, including Amour Vert (sustainable clothing retailer), China Live (food emporium and market), and Wise Sons Deli (Jewish fast casual deli).

Following the trip, the delegation received immediate interest from China Live, a large restaurant and market in San Francisco and one of the highest grossing restaurants in the City. The owner came to Beverly Hills and was given a tour of several commercial spaces followed by a lunch with Chamber and City staff. The owner remains very interested in the City. The company Amour Vert has also expressed interest and the Chamber has sent the company several opportunities. The Chamber continues to follow up with this and the other companies the delegation met with in San Francisco.

The 2020 San Francisco trip was postponed due to COVID-19. In lieu of a trip, the Chamber has conducted virtual business retention meetings as described above under the New York Business Attraction and Retention Mission and the Chamber has also followed up with companies it met in San Francisco in 2019.

Description of 2021-2022 San Francisco Business Attraction and Retention Mission

The Chamber proposes re-instituting the San Francisco trip for 2021-2022, including a 1 ½ day trip, with the delegation taking 8-10 business meetings before returning home at the end of the second day. The meetings would focus on innovative restaurants and retailers that would bring a new element to Beverly Hills as well as innovative companies looking for office space, particularly in the high end technology space. The Chamber will look for dates for a trip in collaboration with the City and consistent with COVID-19 protocols.

The trip will be dedicated to one-on-one meetings with the focus on attraction of new business candidates to Beverly Hills. The team will divide into 2 tracks of about 3 people each (a Chamber staff member, a City Councilmember/Mayor and a City staff member) for the meetings. The Chamber will also explore the potential of 1-2 meetings with any corporate offices of existing businesses in Beverly Hills if appropriate. The Chamber could also explore the potential for meeting any dignitaries such as the Mayor of San Francisco.

The Chamber will research key businesses to approach for attraction meetings in San Francisco and the surrounding Bay Area. As in prior years, the Chamber will arrange and coordinate travel logistics and meeting set up.

This item supports Action Item Nos. 1.E.1 (cutting edge business attraction opportunities) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.

Metrics

The Chamber will plan to set up 8-10 meetings for the trip. The Chamber's goal will be to have one business to open a location in Beverly Hills by 2023 and to position the City for an additional 1-2 businesses to open locations in Beverly Hills in the medium term (2024-2026).

Conclusion

The total cost for this item is \$37,740. A cost breakdown is available in Attachment C.

C. Beverly Hills Commercial Property Owner's Task Force

Overview

The Chamber will manage regular meetings of a commercial property owner's task force to spur dialogue and develop ideas and plans for commercial properties. The Chamber will also prepare a report with findings and work with the City to identify and implement solutions.

Objective

To encourage dialogue between commercial property owners and the City about recent developments and ways to work together. To identify key opportunities and challenges to fill and retain tenants in commercial properties in the City and key economic development and sustainability initiatives the City and property owners can engage in.

Description

Commercial property owners represent a key decision maker and influencer in the future of the City's economic development and sustainability. Amongst other things, property owners have key influence over the impact of the City and Chamber's business retention and attraction efforts (such as the New York Business Trip) making decisions over which tenants to accept, what projects to consider and what rent to charge. As such, it is important to facilitate regular discussions between the City and commercial property owners. This is especially true given the COVID-19 pandemic. Continuing a dialogue with landlords will be critical to helping fill vacancies, finding brands that align with Beverly Hills, and ensuring a successful mix of businesses.

As such, the Chamber organized and started a property owner's task force in 2020-2021 to facilitate discussions between property owners and the City, to identify areas of cooperation and to facilitate optimal outcomes regarding the leasing and use of commercial property in the City. The Task Force consists of two City Council Liaisons (currently Councilmembers Lester Friedman and Julian Gold), City and Chamber staff and approximately 15 commercial property owners/managers representing a cross section of the City. The meetings remain open and the

Chamber continues to outreach to additional property owners to encourage them to become involved.

To date, the Task Force has held two meetings. The meetings have covered a number of important issues, including the planning process, feedback on the City's OpenBH program and generally what the City and property owners can do together to attract and retain tenants in the City. As a result of feedback discussed during the meetings, the Chamber conducted a poll of restaurants regarding the OpenBH program which was subsequently discussed by the Task Force and general feedback was that the program should be continued. The Chamber will be working with the City and property owners to further define potential areas of focus as the meetings progress.

The Chamber's work will include:

- (1) managing an approximately 15-20 member Task Force group in consultation with the City and its partners to provide input, relay ideas and concerns in the business community and develop recommendations. The Chamber continues to reach out to and include additional property owners and managers who are interested in attending.
- (2) managing the meeting of the Task Force at the Chamber of Commerce or virtually. The Chamber proposes having up to 8 meetings per year.
- (3) working with the Task Force to identify and recommend deliverables.
- (4) preparing meeting summaries and reports to the City summarizing the key findings and recommendations of the Task Force.
- (5) working in partnership with the City to identify proposed solutions to any opportunities or challenges that are identified and to implement such solutions as appropriate.

This item supports Action Item Nos. 1.F.2 (reduce commercial vacancies), 2.D.1 (zoning code audit and streamline permit process), and 3.C.1 (gauge interest in forming business improvement districts) in the Economic Sustainability Plan.

Metrics

Continue to manage a property owner's task force, conduct up to 8 meetings to identify key opportunities, challenges and recommendations to the City. Prepare reports as appropriate with key findings and work with the City to implement recommendations and solutions to issues that have been identified.

Conclusion

The total cost for this item is \$13,460. A cost breakdown is available in Attachment A.

D. Small Business Development Center Partnership

Overview

The Chamber has a partnership with the Small Business Development Center (SBDC) at El Camino College which offers one-on-one business counseling and educational seminars at the Chamber.

Objective

To provide effective business counseling and educational services to companies that do business in Beverly Hills.

Description

The Chamber will continue its partnership with the Small Business Development Center (SBDC) at El Camino College to offer one-on-one business counseling and educational seminars at the Chamber.

Consultants have held a series of one on one consultation meetings to date (with additional meetings planned in the months to come) with Beverly Hills businesses and residents. A short list of some of the companies that have received consultation services include Beverly Hills businesses such as Meraki Fitness, Zing Technologies and Get Your Life Now. During this fiscal year, 48 one on one consultations totaling about 64 hours of direct one on one time have taken place with local businesses to date.

Educational seminars (Business Needs 2 Know) have occurred approximately once a month and have also been successful with topics such as social media, marketing, and accounting principles. In partnership with the City, During the COVID-19 pandemic, the Chamber and SBDC have increased their services, having a webinar at least monthly on topics including access to business loans, utilizing online media platforms, and how restaurants could successfully get through this difficult period. At a webinar on business loans available to companies in light of the COVID-19 pandemic, the event had over 170 attendees.

The Chamber, City and SBDC continue to gather feedback about meaningful programming and tailor the programs accordingly in light of the changing conditions during the pandemic.

For the 2021-2022 year, the Chamber proposes to continue the program with complimentary one-on-one coaching and programming monthly educational seminars available to Beverly Hills businesses (\$9,000 annual contract with SBDC – the SBDC receives a matching grant from the State of California so their total compensation will be \$18,000). SBDC has and will continue to provide increased value and outreach during the COVID-19 pandemic and recovery, including conducting webinars, taking phone calls with businesses needing assistance, attending Chamber and City sponsored programming to promote SBDC services for Beverly Hills businesses and

general business outreach beyond that which they have done in the past. The programming is targeted towards Beverly Hills businesses and Beverly Hills residents with business consulting needs. The Chamber will continue to conduct extensive marketing and promotion of the program.

This item supports Action Item Nos. 1.D.4 (study a forgivable loan program) and 2.D.1 (zoning code audit and streamline permit processes) in the Economic Sustainability Plan.

Metrics

Conduct monthly Business Needs 2 Know virtual or in person seminars and facilitate approximately 60 one on one consultations (virtually or in person) with a SBDC business development consultant for local businesses.

Conclusion

The total cost for this item is \$26,350. A cost breakdown is available in Attachment A.

E. Beverly Hills Shop Local Program

Overview

The Shop Local Program (known as “My Beverly Hills”) is a program which focuses on connecting businesses and residents and to encourage residents to shop locally. In FY 2021-2022 the Chamber proposes to continue the work of the program to help drive traffic to a wide variety of local businesses to help them recover from the COVID-19 pandemic.

Objective

To connect residents to businesses and to encourage residents to shop in Beverly Hills. To help local businesses recover from the COVID-19 pandemic.

Description

The Chamber’s shop local program has been in existence began in 2012 and was renamed “My Beverly Hills” in 2014 with an ongoing focus on encouraging Beverly Hills residents to shop local and help businesses impacted by local construction.

Given the COVID-19 pandemic, the Chamber shifted much of its focus to online quarterly campaigns to support local businesses. For example, during the holidays, the My Beverly Hills program launched a holiday Shop Local, Get Local shopping campaign where locals were encouraged to shop at Beverly Hills locations and turn in receipts for shopping at Beverly Hills businesses over a certain amount to be entered into a weekly contest to win prizes to local establishments. The program received thousands of dollars in receipts and the program helped

highlight important businesses during a time when COVID-19 restrictions were tightening and businesses needed the help. In the first quarter of 2020-2021, the My Beverly Hills Program conducted an outdoor dining campaign featuring businesses participating in the City's OpenBH program, both to highlight that program as well as to encourage individuals to patronize local restaurants. The Chamber in March is running another campaign calling on locals to follow the Chamber and a local business on social media to be entered into a contest to win prizes to Beverly Hills businesses.

The Chamber also organized monthly virtual networking programs featuring presentations from a variety of local businesses such as Winn Slavin Fine Art, Glaudi Beverly Hills, UpperCrust Pizzeria, Fatamorgana Gelato, Umberto, Il Fornaio, The LA Organizer, Alfred Coffee, and Cafe Sheera. The Chamber has received positive feedback from those business about the exposure the My Beverly Hills program has provided their business.

In addition, the Chamber has been growing the online marketing aspect of the program, hosting deals and specials on the My Beverly Hills website, and putting out a monthly newsletter that promotes City events, provides construction and other updates and promoted each Walk with the Mayor. The Chamber has also been researching, compiling and placing complimentary profiles of Beverly Hills businesses on social media and the My Beverly Hills site and has done bi-weekly profiles, including businesses such as Mickey Fine Pharmacy and Grill, Chokolatta, Lazy Daisy Beverly Hills, and Second Time Around Watch Company.

Plan for 2021-2022

In light of the COVID-19 pandemic and the crucial need to support local businesses and the sales, property tax and other revenue that flows to the City, the Chamber proposes to continue to adjust the My Beverly Hills program to take account of recent events.

The Chamber proposes a flexible program that will adjust as needed to take account of health orders and laws impacting business openings and to adjust the program focus as the economy reopens.

In partnership with the City, the Chamber has also been looking at a rebrand of the program to fit in with the efforts of the City and partner agencies. That proposed rebrand is mentioned in more detail under the Economic Sustainability Plan as part of the Branding focus of the Plan.

The Chamber proposes continuing a coordinated shop local campaign across all business industries and neighborhoods. The campaign will include the following:

- Quarterly campaigns in partnership with the City campaigns focused on either holiday or special events (such as Valentine's Day, the Holidays, etc.) or key re-opening dates for businesses. The industries to be highlighted can include all sectors of the economy, including:

- Retail
- Hospitality
- Medical/health care
- Professional services (law, accounting, insurance, real estate, etc.)
- Restaurants
- Entertainment
- Banking
- Other

These campaigns would encourage shopping through themed marketing, encouraging people to shop and utilize local services and highlighting a range of different businesses. The focus of the e-blasts and marketing associated with these campaigns can be calibrated depending on the state of the economy and different sectors.

Other elements of the My Beverly Hills programming include the following:

- Weekly social media features and bi-weekly business profiles on local businesses with the plan to do one in depth profile every other week and over 200 social media posts per year. The Chamber will develop a list of business profiles which are at least 50 percent non-member and will feature businesses across different industries as well as in all the different commercial neighborhoods of the City to be as inclusive as possible.
- When some social gatherings are allowed, convening My Beverly Hills mixers at different locations in the City to highlight local businesses. In the meantime, the program will continue to consider online programming where appropriate.
- Increased efforts to expand the reach of the My Beverly Hills Shop Local Program. Work with other membership organizations to partner on virtual or in person events or marketing campaigns and work in partnership with the City to increase residential involvement.
- Monthly My Beverly Hills Shop Local Newsletter with key community updates, information about new business openings, upcoming events and other important information for residents and businesses.

The Chamber also proposes to conduct a re-brand of the My Beverly Hills program. The My Beverly Hills program has been in place since 2012. The program branding has not been updated in many years and the Chamber believes the period coming out of the COVID-19 pandemic is an opportunity to provide a fresh look for the program. The re-brand would include working with a professional marketing agency to update the logo, slogans, electronic and printed materials and any other associated materials promoting the program and using the re-brand to increase awareness and energize participation in the program. It will also include collaboration and input from the City and any other partners about the look and feel of the program. As part of this effort, the Chamber will work with the firm on activation once the rebrand is complete to help draw more subscribers and involvement in the program from the community.

Metrics

- Organize and execute quarterly campaigns in partnership with City highlighting opening or development of key economic sectors and/or seasonal events.
- Execute My Beverly Hills small in person events at Beverly Hills businesses or virtual events as appropriate and in compliance with COVID-19 safety protocols.
- 200 + social media posts regarding the My Beverly Hills program, important news items and upcoming programs.
- Bi-weekly profiles of businesses in Beverly Hills.
- Monthly My Beverly Hills Shop Local Newsletter with key community updates, information about new business openings, upcoming events and other important information for residents and businesses.
- Leverage existing subscriber base of My Beverly Hills program to both promote monthly programs as well as to cross-promote other community events and projects, including City of Beverly Hills events, construction notices, and other community programs.
- A rebrand of the My Beverly Hills program.

This item supports Action Items 1.A.1 (brand assessment) and 1.D.2 (support Shop Local program) in the Economic Sustainability Plan.

Conclusion

The total cost for this item is \$105,800. Please see the attached cost breakdown in Attachment A.

F. Broker's Roundtables

Overview

The Chamber will organize and host two roundtables for commercial real estate brokers in the retail sector to spur discussions and business deals for Beverly Hills commercial retail properties. The Chamber will also organize and host two roundtables focused on the commercial office market in Beverly Hills.

Objective

To encourage dialogue between brokers about possible deals as well as to identify new developments with City officials. To leverage the knowledge of the brokers to support other City initiatives, such as COVID-19 business recovery.

Description

The Chamber will organize and host two broker's roundtable meetings focused on the retail real estate market. In addition, the Chamber will organize two roundtables focused on the commercial office market in Beverly Hills.

The roundtables provide an opportunity for the leading commercial brokers and senior officials from the City to gather and share information about new developments in the City as well as the state of the commercial real estate market. These roundtables will also provide an opportunity to understand the impact of the COVID-19 pandemic on the commercial real estate market and provide input on potential recovery strategies.

Both the City and the broker community have shared that they find these meetings very informative – brokers are able to learn firsthand about new ordinances and developments that affect their business and city officials are able to learn about the comings and goings of important tenants.

Highlights of the past year include:

- The Broker's Roundtables have averaged approximately 40 attendees per meeting.
- A presentation and discussion occurred regarding the latest news regarding the LA Metro Purple Line Subway Extension and its potential impact on the commercial property market.
- The Community Development Department provided updates about important new and existing development in the community, including a proposed development by the Beverly Hills Land Company and projects planned by LVMH and the Beverly Hilton.
- The group discussed important City updates, including the OpenBH program for additional outdoor space for businesses and discussed of the City's eviction moratorium for commercial businesses to educate brokers on the law.
- The group engaged in extensive discussions about commercial vacancies and both the brokers and the City learned important information about the state of the market and opportunities for the City.
- The Chamber utilizes the meeting as opportunity to discuss and connect the brokers to business attraction targets from the New York and San Francisco Business Attraction trips. For example, the Chamber provided information to businesses about top prospects and provided several leads to brokers.
- The final Broker's Roundtable for this fiscal year is planned for May 2021.

The Chamber will continue to organize the agenda of these meetings around current development topics among the broker community as well as the City Manager's office and Community Development Department. One area that the Chamber suggests focusing on in the coming year is monitoring and addressing the number of commercial retail vacancies due to the COVID-19 pandemic as well as recovery tools to help businesses. The Chamber currently invites about 50 brokers to these meetings and continues to develop the invitation list.

This past year, the Chamber added a Brokers Roundtable exclusively focused on commercial office space in Beverly Hills. Office space represents a key aspect of the City's economy and the Roundtable provided the City and Chamber an opportunity to gain a better understanding of office vacancies as well as a discussion forum for brokers on the state of the market and future office needs. The Roundtable was very well attended (45 attendees) and got positive feedback from the brokers about the quality of the discussion and content. As a result, the Chamber proposes to organize two such Roundtables and to make them a regular part of the program.

The Chamber will research and gather names of brokers to invite, conduct research on key issues to discuss and organizing the meeting at the Chamber of Commerce.

This item support Action Item 1.A.5 (surveys of brokers) and 1.E.1 (cutting edge business attraction opportunities) in the Economic Sustainability Plan.

Metrics

Execute two Broker's Roundtables focused on the commercial retail market and two on the commercial office market in Beverly Hills. Obtain attendance of 20 + brokers to each meeting. Gather information about specific vacancies that can be used to support COVID-19 recovery efforts and to attract companies to return to storefronts and offices.

Conclusion

The total cost for this item is \$13,800. A cost breakdown is available in Attachment A.

G. Management of Beverly Hills Small Business Task Force

Overview

The Chamber will continue to manage the Small Business Task Force to gather feedback and recommendations about strategies to attract and retain small businesses in Beverly Hills. The Chamber will also prepare a report with findings and work with the City to identify and implement solutions.

Objective

To gather input from the Small Business Community about the challenges and opportunities of doing business in Beverly Hills and to develop strategies and solutions to attract and retain such businesses.

Description

In 2018, in partnership with the City, the Chamber helped to reconstitute the Small Business Task Force, which had first been established in 2011. The Task Force consists of approximately 15 small businesses throughout Beverly Hills and whose purpose is to attract and retain small businesses in Beverly Hills. The Task Force meets approximately once a month and includes lively discussions on issues such as foot traffic, parking, increasing street life, signage, permitting and other important subjects. The meetings are open to any Beverly Hills small businesses.

In 2019, after several months of discussion and analysis, the Task Force developed 4 recommendations to the City Council, including: (1) Lower parking requirements for restaurants and gyms; (2) Streamline and provide more cost effective ways for business owners to update their storefront signage; (3) Incentivize vacant storefront beautification by simplifying and streamlining the process for approvals of beautification efforts; and (4) Allow “Leased” signs to remain on storefronts for additional time and create a template for businesses to display that they are “Coming Soon.” These recommendations were approved by the City Council. The City approved an urgency ordinance lowering parking requirements for businesses and has permitted “Leased” signs to remain on storefronts beyond the existing limit. The Task Force has also been part of discussions on how to implement a vacant storefront beautification program.

Since then, the Task Force has continued to meet and developed a second set of recommendations, including: (1) Extending the OpenBH Program Through At Least December 31, 2021 and Evaluating Making the Program Permanent; (2) Create An Updated Overview of the Architectural Review Process and Communicate Recent Updates to the Signage Approval Process and (3) Amend the City’s Municipal Code to Allow “Leased” Signs To Remain on Storefronts for Longer than 30 Days and Create an Approved Template for Businesses to Indicate They are “Coming Soon.” These recommendations are being brought to City Council shortly.

The Chamber proposes to continue the work of managing the task force for 2021-2022. This work will involve:

- (1) maintaining a group of approximately 15 member Task Force members to provide input, relay ideas and concerns in the business community and develop recommendations;
- (2) managing the meeting of the Task Force at the Chamber of Commerce, including identifying agenda items and supporting documentation for the meetings. The Chamber proposes conducting up to 6 meetings be scheduled for the Task Force, approximately 1 every other month;
- (3) working with the task force to identify and recommend specific deliverables to support the small business community;
- (4) preparing a report to the City summarizing the key findings and recommendations of the Task Force; and

(5) working in partnership with the City to identify proposed solutions and to implement such solutions as appropriate. The Task Force can also relay findings to the COVID-19 Business Recovery Task Force to aid them in their work.

This item supports Action Item Nos. 2.D.1 (zoning code audit and streamline permit process) and 3.C.1 (gauge interest in forming business improvement districts) in the Economic Sustainability Plan.

Metrics

Manage task force, conduct up to 6 meetings to identify key recommendations to the City. Follow up on existing recommendations and work with the City to implement recommendations and solutions to issues that have been identified. Develop new recommendations on an ongoing basis.

Conclusion

The total cost of this item is \$13,400. Please see the attached cost breakdown in Attachment A.

H. Beverly Hills Economic Development Portal

Overview

Maintain a dedicated economic development website portal for the City of Beverly Hills which will provide a series of economic development data tools to help existing and prospective businesses gather critical business information.

Objective

To provide a centralized and useful source of economic data for businesses in Beverly Hills or those considering doing business in Beverly Hills.

Description

In partnership with LocalIntel (<http://www.localintel.co/>), the Chamber now maintains an Economic Development Portal for Beverly Hills (<https://www.beverlyhillschamber.com/economic-development-portal>), highlighting key information and reasons to do business in the City. The portal includes a set of 9 economic data tools. The data includes information about the number of businesses in Beverly Hills, taxes and other permitting costs, industry trends, concentration of potential customers, local competition and other key tools necessary to understand the business environment and opportunities. LocalIntel gathers a combination of federal, state and local statistics it then combines to provide this information. The information on the site will be updated quarterly by LocalIntel and with information provided by the Chamber and City. The site also includes a “Learn Our Advantages”

area highlighting the City's appeal and strengths to businesses in the area or those that are considering moving here.

Since launching the site at the end of June 2020, the Chamber has used the site to promote the City. For example, the Chamber has sent a link to the site to business attraction prospects from past trips to New York and San Francisco and to other candidates interested in the City. The Chamber has also done repeated promotion online, including via eblasts and social media which have gone out to the Chamber subscriber list of over 10,000 and combined social media following of over 20,000. The site has received hundreds of visits and the Chamber continues to share it with interested parties.

For 2021-2022, the Chamber proposes to continue partnering with LocalIntel to maintain the economic development website portal for the City of Beverly Hills. The company's fee covers the following:

- o Localintel hosts and maintains all of the tools, including updating key local, state and federal data it pulls from various resources.
- o Localintel updates the data in the tools.
- o Ongoing upgrades and improvements to the tools.
- o Dedicated Localintel Customer Support team to answer any questions and provide ongoing assistance.
- o The Beverly Hills Chamber of Commerce and City have access to the Localintel Client Portal where the full digital inventory of embed codes and analytics are available.
- o All tools and components can be shared with the City or other complementary organizations.

The Chamber's work will consist of reviewing and updating key Beverly Hills information and visuals as well as marketing the site to the wider community and utilizing it in conjunction with the business attraction and retention efforts it undertakes.

This item support Action Item Nos. 1.B.2 (support economic development portal) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.

Metrics

Maintain an online economic development data platform for the City of Beverly Hills to provide the Beverly Hills business community with a centralized, clear source of economic data for the area. Track website visits using tools provided by LocalIntel. Gather feedback from businesses as appropriate on use and content of website.

Conclusion

The total cost for this item is \$13,700. A cost breakdown is available in Attachment A.

I. Management of Mayoral Business Retention Meetings

Overview

The Chamber will set up and manage meetings between 12 Beverly Hills business owners of targeted sectors and the City of Beverly Hills.

Objective

To ensure the retention of important businesses within Beverly Hills and better understand what is going on in the business community.

Description

As in the past several years, the Chamber will organize meetings business owners of targeted business sectors with the Beverly Hills Mayor's office. These meetings will be attended by a City Councilmember, typically the Mayor, a member of the City Manager's office and a Chamber staff member as well as by managers or owners of the business itself. The Chamber will develop a list of businesses to visit with input from the City. The goal of these meetings is for the Chamber and the City to better understand the concerns of the business community and their experiences in the City as well as to develop some action items to improve the quality of life and business in the City. These meetings will help the City and the Chamber develop programs to best support the needs of the business community.

The Chamber will develop a matrix of businesses to meet with over the next year focusing on businesses that represent a diverse cross section of industries, important and/or large businesses that provide a substantial benefit to the City, and new business to town. The Chamber will focus on businesses bringing in significant sales tax revenue for the City. The Chamber will look into reserving standing times every month for these meetings to take place (i.e., the first Tuesday of every month in the morning). The meetings will be virtual or in person as safety protocols dictate.

This past year, the meetings have uncovered important information. For example, the group learned that despite the pandemic, Gearys, a Beverly Hills institution since 1930, had their best year in business in 2020. Mercedes-Benz and Lamborghini Beverly Hills reported that after a huge drop in sales during the start of the pandemic, they had a nice recovery starting in the fall of 2020. During a meeting with several hotels, the group had the opportunity to discuss measures that could be taken during the recovery period from COVID-19 to re-attract visitors to the City.

The Chamber works in partnership with the City on action items resulting from these meetings. For example, in follow up to a request from a business owner on South Robertson Blvd. regarding signage concerns for one of the alleyways, the City replaced the signage to provide more clear directions.

The planned program for 2021-2022 is as follows:

- Schedule 12 Business Retention meetings in coordination with the City.
- Produce and distribute a briefing sheet for City attendees before each meeting.
- Produce a quarterly report that summarizes each meeting and common themes that emerged.
- Follow up by Chamber on issues uncovered during the meetings, including programming, real estate and City business regulations.

This item supports Action Item No. 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.

Metrics

Schedule and execute meetings with 12 key businesses in the City of Beverly Hills. All of the businesses the Mayor has met to date with have been retained as businesses in the City and the Chamber has obtained and been following up on important issues generated during the meetings.

Conclusion

The total cost for this item is \$15,550. A cost breakdown is available in Attachment A.

J. LA Metro Subway Stakeholder Outreach Meetings

Overview

The Chamber will continue to convene major stakeholders at a series of meetings to discuss the details of the construction of Section 2 of the Purple Line Subway extension, develop feedback on ways to minimize disruption to businesses and develop a mechanism for the City and businesses to work together to respond to specific concerns as they arise.

Objective

To provide a forum for businesses, partner agencies and the City to communicate ongoing information about details of Section 2 of the LA Metro Purple Line Subway project and how it will impact businesses.

Description

The Purple Line Subway Extension involves construction of a several mile subway primarily along Wilshire Blvd. Section 2 of the project includes a subway stop at Wilshire and Reeves Drive in the heart of the City.

Because of the nature and location of the construction, there is significant concern about the impact to businesses. This is particularly crucial because the businesses that will be impacted are in the City's Golden Triangle, along Wilshire Blvd, and along South Beverly Drive, the heart of the City's commercial activity.

In 2020-2021, the Chamber has organized and managed a series of virtual monthly stakeholder meetings for business stakeholders in the area of the Wilshire/Rodeo station. The Chamber's work has included:

- (1) curating, maintaining and adding to a distribution list of stakeholders to be invited to meetings and to provide updates;
- (2) organizing the logistics of each meeting, including agenda items, food and presentations;
- (3) tracking attendance and providing a summary of each meeting;
- (4) working with the City on action items that come out of each meeting;
- (5) communicating with City staff about potential items for discussion at each meeting; and
- (6) providing input on improved communications and other business mitigation efforts.

One of the key outputs of these meetings has been dialogue about important issues impacting the business community. For example, when the pandemic began, stakeholders had the opportunity to discuss and provide input on plans for expedited subway construction while vehicle traffic was lighter than normal. Later in the year, stakeholders were able to provide input into plans for a second entrance and exit to the Wilshire/Rodeo Subway Station, the "North Portal." The meetings provide an opportunity to discuss the status of construction, discuss options for a north side entrance and exit to the station, frequent communication about the status of construction and to discuss any major concerns or opportunities.

For 2021-2022, the Chamber proposes to continue managing a series of up to 12 stakeholder meetings (virtual or in person as safety protocols dictate), to be attended by key business stakeholders surrounding the construction, the City, the Chamber, Conference and Visitors Bureau, and Rodeo Drive Committee. The meetings will serve as a forum for the major stakeholders to communicate with each other, discuss key issues with construction timing and impact, and collaborate on any steps to further reduce the impact to the community. Key stakeholders invited to the meetings include the Beverly Wilshire Hotel, Maybourne Hotel, Hotel Sixty, Spago, AKA Beverly Hills, 2 Rodeo, banks and other offices directly on the alignment and landlords of buildings along or adjacent to the alignment. The Chamber will report back on findings and any recommendations from these meetings.

This item supports Action Item No. 2.C.1 (LA Metro subway planning) in the Economic Sustainability Plan.

Metrics

Gather major stakeholders on a monthly basis and, with input from businesses, determine methods of mitigating the impact to businesses during construction. Act as a working group to identify areas of opportunities and challenges. Respond to inquiries and complaints received during meetings and develop a strategy for implementing solutions in partnership with the City and stakeholders.

Conclusion

The total cost of this item is \$13,850. Please see the attached cost breakdown in Attachment A.

III. New Initiatives

A. **Economic Sustainability Plan Meeting and Strategic Support**

Overview

Participate in subcommittee meetings for the City's new Economic Sustainability Plan, provide strategic support and help identify and execute additional action items to implement the Plan.

Description

The City recently set forth a New Economic Sustainability Plan focused on ensuring a vibrant and sustainable economy and to support and enhance City revenues to maintain the character and quality of the community over the next five years. The Plan's three focus areas are Brand, Well-Being and Budget. The Plan identifies key existing revenue streams, sources of economic strength, challenges from the pandemic and opportunities for the future. The Plan also includes an Action Plan with a list of suggested action items that can be taken by the City and its partners to help sustain the City economically in the years ahead.

The Plan was approved by City Council earlier this year and Council arranged the creation of 3 subcommittees that reflect the 3 focus areas of the plan: Brand, Well-Being and Budget.

Implementation of the Economic Sustainability Plan will be critical to supporting the Beverly Hills economy. As such, the Chamber proposes to participate in the meetings of these subcommittees, provide strategic support to staff and City partners and subsequently work to implement any additional action items that the City wishes to implement.

As part of the 3 focus areas, the Chamber proposes to execute a re-brand of the My Beverly Hills Shop Local Program which is described further in the Shop Local Program.

This item supports Action Item No. 1.A.1 (brand assessment) in the Economic Sustainability Plan.

Metrics

Participate in regular meetings of Economic Sustainability Plan Subcommittees. Identify and execute action items identified in the meetings for follow up.

Conclusion

The total cost for this item is \$12,500. A cost breakdown is available in Attachment A.

B. Support New and Existing Business Projects in Beverly Hills

Overview

Observe and participate in planning process for business openings/projects. Identify and collaborate with City based on observations to develop enhanced tools for communicating with businesses about the process for commercial properties seeking to develop or upgrade their locations.

Description

Every new business and many existing businesses seeking to make changes to their building or some kind of renovation (either being built or seeking upgrades such as signage, redesign, etc.) have to proceed through the City's regulatory process to ensure their plans comply with City laws and regulations. Many projects include work with Community Development for projects under development, Architectural Review Commission for signage and Public Works for engineering related and other issues.

The Chamber believes there is an opportunity to enhance communication between businesses and the City to increase understanding of the process for opening or upgrading a business, manage business expectations and to further enhance Beverly Hills' reputation as a good place to do business.

As such, the Chamber proposes a two-step effort. First, Chamber staff would, in collaboration with the City, identify projects (2 or more) it can observe from start to finish to better understand the process and the perspective of the City and businesses as they proceed through the process. This would involve attending meetings, follow up conversations with staff and businesses to gather information, reviewing submitted materials and attending hearings before Commissions.

Following this process, the Chamber will work with City staff to identify ways to enhance communication with businesses/project applicants. This could include developing a communications toolkit, pamphlets or other print or online media to help businesses better understand the process, manage expectations and reduce confusion that results in misdirected inquiries. This could also include using technology (utilizing the Community Development

Technology Fund) and creation of a video to help businesses through the process and to encourage businesses to use the City's online portal more frequently for a more streamlined process and experience. These materials can then be marketed to the business community through emails, social media, announcement at task force meetings and other avenues.

This item support Action Item No. 2.D.1 (zoning code audit and streamline permit process) in the Economic Sustainability Plan.

Metrics

Participate in two development/business projects and identify ways to enhance communication between businesses and staff. Develop communication tools to enhance communication, including development of video communication tools as appropriate and market these tools to inform the business community about City submission details and ways to streamline review and approvals.

Conclusion

The total cost for this item is \$29,450. A cost breakdown is available in Attachment A.

C. Regional Business Attraction

Overview

The Chamber will research, identify and outreach to business attraction targets within the Southern California region with the goal of drawing qualified businesses to expand to Beverly Hills.

Description

The Chamber, in partnership with the City, conducts business attraction trips to New York and San Francisco each year. In the course of those trips and accompanying discussions, the Chamber has come across promising business attraction targets within Southern California as well. For example, Los Angeles County is home to a wide variety of innovative and unique companies, retailers and restaurants that could be promising fits for our City.

The Chamber's New York and San Francisco trips have inadvertently served as a pipeline to Los Angeles companies interested in expansion. For example, as part of the 2019 San Francisco trip, the Chamber reached out to the popular bakery, Tartine, which started in San Francisco. The company had since moved its headquarters in Los Angeles. Therefore, the Chamber and City met with the company at its downtown location and had a very successful meeting in which Tartine expressed significant interest in Beverly Hills and subsequently visited spaces in Beverly Hills. Similarly, following outreach to the company Sweetgreen which has a new concept store in New York, the Chamber connected with ownership and met with them in Los Angeles in January

of 2020. The Chamber learned of their interest in expanding to Beverly Hills in the very near future and the City and Chamber have been helping them navigate the process of opening a location.

Combined with the existing pool of businesses across a region of more than 10 million people, the Chamber proposes to conduct a regional business attraction effort. This will include researching, identifying and qualifying unique businesses in Southern California that may be a fit for Beverly Hills in cooperation with City staff. Following this research, the Chamber will outreach to companies and arrange meetings and tours of the City as appropriate. It will also include following up on any pipeline of local companies sourced as part of the New York and San Francisco trip.

This item supports Action Item Nos. 1.E.1 (cutting edge business attraction opportunities), 1.F.2 (reduce commercial vacancies) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.

Metrics

Research up to 25 regional Southern California businesses in collaboration with City staff that appear to be qualified fits for Beverly Hills. Reach out to businesses as appropriate. Set up and manage up to 10 meetings with regional businesses and arrange follow up tours and visits to Beverly Hills as interest dictates.

Conclusion

The total cost for this item is \$20,000. A cost breakdown is available in Attachment A.

D. Business Attraction Campaign Marketing Materials

Overview

Develop a series of professionally executed business attraction marketing materials to help support the City and Chamber's business attraction efforts.

Description

The Chamber in partnership with the City traditionally conducts a number of business attraction efforts to economically support and strengthen our City. These include annual trips to New York and San Francisco and a new regional business attraction effort. During past efforts, the Chamber has typically developed its own business attraction materials (in the form of a printed and electronic "Leave Behind Folder") to provide to prospective business attraction targets to promote the City.

In light of the COVID-19 pandemic, business attraction efforts will be as important as ever to encourage top companies and brands to expand to Beverly Hills. In order to enhance these business attraction efforts, the Chamber proposes to work with a marketing company to develop professional business attraction materials highlighting the benefits of being in and doing business in Beverly Hills.

The business attraction marketing work will consist of the following:

1. Develop a business attraction promotional packet (electronic and hard copy) to provide to business attraction targets
2. Develop a professionally done business attraction video featuring Beverly Hills
3. Quarterly newsletter with a list of new businesses opening or coming soon

The Beverly Hills new or coming businesses newsletter will highlight businesses that have recently opened or that are coming soon. The Chamber began gathering this information recently as a way to highlight a wave of new businesses moving into the City in 2021. The newsletter will promote new businesses as they open or that are coming soon and help promote Beverly Hills to the wider world and to companies interested in expanding to Beverly Hills.

This item supports Action Items 1.A.1 (brand assessment), 1.D.1 (marketing materials for business community), 1.E.1 (cutting edge business attraction opportunities) and 1.F.2 (reduce commercial vacancies) in the Economic Sustainability Plan.

The Chamber will market these materials both to specific business attraction targets as well as market to the general business community to promote Beverly Hills.

Metrics

Develop professional marketing materials, including business attraction promotional packet, business attraction video and new businesses newsletter for business attraction efforts and the greater Beverly Hills community.

Conclusion

The total cost for this item is \$40,800. A cost breakdown is available in Attachment A.

Attachment 2

Beverly Hills Chamber of Commerce - City Work Plan Initiatives, FY 2021-2022

Attachment A

| | Hard costs | Labor (hours) | Labor (costs) | Total Cost |
|--|------------|------------------|---|-----------------|
| Timeline: Year-round | | | | |
| Beverly Hills COVID-19 Business Support & Communication Program | | | | |
| Communication and outreach in partnership with City on COVID-19 related business support recovery; communicating City alerts and notices regarding COVID-19 and related updates; collaborating with City on messaging; conducting outreach to businesses to resolve COVID-19 related communication inquiries and relaying them to appropriate resources; attend COVID-19 related task force meetings as needed | \$1,500 | 60 | \$10,650 (@5 hrs. - CEO, 25 hrs - VP, 30 hrs. - Manager) | \$12,150 |
| Conduct a bi-weekly (once every other week) "walk the neighborhood" with City and any other business partners to engage business in COVID-19 response and recovery; determine status of businesses; prepare outline of visits and summary with results and action items for follow up and work with City as needed to implement. | | 75 | \$12,450 (@40 hrs - VP, 35 hrs., Manager) | \$12,450 |
| Supplies, incidentals, etc. | \$250 | | | \$250 |
| Total | | | | \$24,850 |
| Timeline: Year-round | | | | |
| New York Business Attraction and Retention Mission | | | | |
| Planning & Preparation | | | | |
| Purchase periodicals for NY research | \$200 | | | \$200 |
| Arranging Logistics Relating to Travel/Luncheons/Hotel Block | | 20 | \$3,600 (@20 hours -VP) | \$3,600 |
| Attraction and Retention Candidate Research, Selection, Presentation & Outreach | | 200 | \$28,500 (@10 hrs. - CEO, 125 hrs - VP, 25 hours - Manager) | \$28,550 |

| | | | | |
|--|----------|-----|---|-----------------|
| Schedule Development/Appointment Coordination & Binder Prep | | 130 | \$18,950 (@5 hrs. - CEO, 80 hrs. - VP, 20 hrs. - Manager) | \$18,950 |
| Stationary/Telephone/misc. supplies | \$400 | | | \$400 |
| CFO budgetary review/reconciliation | | 8 | \$1,480 (@ 8 hrs. - CFO) | \$1,480 |
| Hour totals | | 358 | | |
| Category Subtotals | \$600 | | | |
| | | | | \$53,180 |
| Timeline: Fall 2021 | | | | |
| Mission Execution | | | | |
| Hotel | \$4,500 | | | \$4,500 |
| Airfare | \$1,600 | | | \$1,600 |
| On-Site Organization/Coordination/Execution | | 80 | \$16,400 (@ 40 hrs. - CEO, 40 hrs. - VP) | \$16,400 |
| Ground Transportation | \$1,100 | | | \$1,100 |
| Business breakfasts/lunches/dinners | \$1,500 | | | \$1,500 |
| Incidentals, supplies, per diem meals, misc. | \$1,850 | | | \$1,850 |
| Hour totals | | 80 | | |
| Category Subtotals | \$10,550 | | \$0 | |
| | | | | \$26,950 |
| Timeline: Winter 2022 | | | | |
| Post - trip follow up | | | | |
| Follow-up with targets/attendees, including tours and helping companies open location in Beverly Hills | | 45 | \$7,300 (@5 hrs - CEO, 30 hrs. - VP, 5 hrs. - Manager) | \$7,300 |
| Evaluate and track results | | 12 | \$2,260 (@ 2 hrs - CEO, 10 hrs. - VP) | \$2,260 |
| Create & present reports to city officials | | 15 | 2,950 (@ 5 hrs - CEO, 10 hrs. - VP) | \$2,950 |

| | | | | |
|--|---------------------|----|--|-----------------|
| Hard costs (copies, etc.) | \$100 | | | \$100 |
| | | | | |
| Hour totals | | 72 | | |
| Category Subtotals | \$100 | | | |
| | | | | \$12,610 |
| | | | | |
| Timeline: Winter/Spring 2022 | | | | |
| Ongoing Follow-up and research | | | | |
| | | | | |
| Ongoing research into business attraction | | 40 | \$6900 (@ 30 hrs - VP, 5 hrs. - Manager) | \$6,900 |
| Ongoing database updating | | 20 | \$2,550 (@ 10 hrs. - VP, 5 hrs. - Manager) | \$2,550 |
| Follow-through with attraction candidates, including tours | | 30 | \$5,400 (@ 30 hrs - VP) | \$5,400 |
| Hard costs (copies, etc.) | \$100 | | | \$100 |
| | | | | |
| Hour totals | | 90 | | |
| Category Subtotals | \$100 | | | |
| | | | | \$14,950 |
| | | | | |
| Executive Summary (Grand Total) | | | | |
| | Phase totals | | | |
| Planning & Preparation | \$53,180 | | | |
| Mission Execution | \$26,950 | | | |
| Post - trip follow up | \$12,610 | | | |
| Ongoing Follow-up and research | \$14,950 | | | |
| | | | | |
| Grand Total | \$107,690 | | | |
| | | | | |
| | | | | |
| | | | | |
| Timeline: Year-round | | | | |
| San Francisco Business Attraction and Retention Mission | | | | |
| Planning & Preparation | | | | |

| | | | | |
|---|---------|-----|--|-----------------|
| Purchase periodicals for research of San Francisco Business Prospects | \$150 | | | \$150 |
| Arranging Logistics Relating to Travel/Luncheons/Hotel Block | | 10 | \$1,800 (@ 10 hrs. - VP) | \$1,800 |
| Attraction and Retention Candidate Research, Selection, Presentation & Outreach | | 47 | \$8,835 (@ 2 hrs - CEO, 35 hrs - VP, 10 hrs - Manager) | \$7,510 |
| Schedule Development/Appointment Coordination & Binder Prep | | 37 | \$6,110 (@ 2 hrs - CEO, 25 hrs. - VP, 10 hrs. - Manager) | \$6,110 |
| Stationary/Telephone/misc. supplies | \$400 | | | \$400 |
| CFO budgetary review/reconcilliation | | 6 | \$1,110 (@ 6 hrs - CFO) | \$1,110 |
| | | | | |
| Hour totals | | 100 | | |
| Category Subtotals | \$550 | | | |
| | | | | |
| Sub-total | | | | \$17,080 |
| | | | | |
| Timeline: Spring 2022 | | | | |
| Mission Exeuction | | | | |
| | | | | |
| Hotel | \$800 | | | \$800 |
| Airfare | \$400 | | | \$400 |
| On-Site Organization/Coordination/Execution | | 32 | \$6,560 (@ 16 hrs - CEO, 16 hrs - VP) | \$6,560 |
| Ground Transportation | \$300 | | | \$300 |
| Business breakfasts/lunches/dinners | \$300 | | | \$300 |
| Incidentals, supplies, per diem meals, misc. | \$300 | | | \$300 |
| | | | | |
| Hour totals | | 32 | | |
| Category Subtotals | \$2,100 | | | |
| | | | | \$8,660 |
| | | | | |
| Timeline: Spring 2022 | | | | |
| Post - trip follow up | | | | |
| | | | | |
| Follow-up with targets/attendees | | 17 | \$3,160 (@ 2 hrs. - CEO, 15 hrs. - VP) | \$3,160 |

| | | | | |
|--|---------------------|----|--|----------------|
| Evaluate and track results | | 5 | \$900 (@ 5 hrs - VP) | \$900 |
| Create & present reports to city officials | | 8 | \$1,590 (@ 3 hrs - CEO, 5 hrs - VP) | \$1,590 |
| Postage/follow-up hard costs | \$100 | | | \$100 |
| Hour totals | | 30 | | |
| Category Subtotals | \$100 | | | |
| | | | | \$5,750 |
| Timeline: Spring -Summer 2022 | | | | |
| Ongoing Follow-up and research | | | | |
| Ongoing research into business attraction | | 20 | \$3,450 (@ 15 hrs - VP, 5 hrs - Manager) | \$3,450 |
| Ongoing database updating | | 5 | \$900(@ 5 hrs - VP) | \$900 |
| Follow-through with attraction candidates, including tours | | 10 | \$1,800 (@ 10 hrs - VP) | \$1,800 |
| Hard costs (copies, ect.) | \$100 | | | \$100 |
| Hour totals | | 35 | | |
| Category Subtotals | \$100 | | | |
| | | | | \$6,250 |
| Executive Summary (Grand Total) | | | | |
| | Phase totals | | | |
| Planning & Preparation | \$17,080 | | | |
| Mission Exeuction | \$8,660 | | | |
| Post - trip follow up | \$5,750 | | | |
| Ongoing Follow-up and research | \$6,250 | | | |
| Grand Total | \$37,740 | | | |
| Timeline: Year-round | | | | |
| Beverly Hills Property Owners Task Force | | | | |

| | | | | |
|--|---------|----|---|-----------------|
| Manage Task Force; continue outreach to increase participation in Task Force; develop and prepare agendas, conduct background research arrange logistics, send and manage invitations, and manage up to 8 Task Force meetings and associated meetings with City staff; work with City and landlords between meetings to analyze and provide solutions to topics that arise as well as to connect landlords to resources. | | 62 | \$11,460 (@ 12 hrs. - CEO, 40 hours - VP, @ 10 hours - Manager) | \$11,460 |
| Prepare reports with summary of meetings and recommendations from the Task Force; work with City and partners to develop and implement solutions with specific deliverables as appropriate; follow up on recommendations as needed | | 10 | \$1,900(@ 2 hr. - CEO, 8 hrs - VP) | \$1,900 |
| Printing costs/supplies/light hospitality | \$100 | | | \$100 |
| Total | | | | \$13,460 |
| Timeline: Year-round | | | | |
| Small Business Development Center | | | | |
| Annual Cost of Services provided by SBDC (matched by State of California for total of \$18,000) | \$9,000 | | | \$9,000 |
| Management of program, including creation and up to 12 webinars/programs, managing meeting dates and times, marketing of program through Chamber and other channels, and managing program and consultation registrations; monthly marketing efforts | \$3,600 | 85 | \$13,750 (@ 5 hrs. - CEO, 20 hrs. - VP, 60 hrs. - Manager) | \$17,350 |
| Benefits of Partnership (& Costs): | | | | |
| On-site and Phone Business Consultants | | | | |
| Webinars or Monthly Seminars Virtual or at Chamber Board Room | | | | |
| Conf. Room Rental (Consulting Sessions & Seminars) | | | | |
| Misc. Staff Administrative time | | | | |
| Total | | | | \$26,350 |
| Timeline: Year-round | | | | |
| Shop Local Program | | | | |

| | | | | |
|--|----------|-------|---|------------------|
| Execute Shop Local Program including campaigns in partnership with City highlighting re-opening of business sectors; e-newsletter, website page development and maintenance, social media posts, development of content, and communication to other stakeholders; business profiles (bi weekly), and increasing email subscriber list through online and in person outreach. Participate in partner meetings on subject. | | 300 | \$43,600 (@20 hrs - CEO, @ 50 hrs - VP, 200 - Manager) | \$43,600 |
| Execute Small My Beverly Hills Programs (online and in person - approx. 1 per month); Meeting set-up and coordination, including invitations, management of RSVPs, managing and set up of raffle prizes and content of event. Promotional campaigns in lieu of online networking events as appropriate. Attendance at webinars and events supporting Beverly Hills businesses. | | 90 | \$14,900 (@10 hrs - CEO, @ 20 hrs. - VP, 60 hrs. - Manager) | \$14,900 |
| Website and subscriber list hosting costs | \$1,000 | | | \$1,000 |
| Digital costs for media, food and beverage, raffle prizes, etc. | \$5,000 | | | \$5,000 |
| Rebrand of Shop Local Program | \$30,000 | 65 | VP; 30 hrs -Manager) | \$41,300 |
| Total | | | | \$105,800 |
| | | | | |
| | | | | |
| Timeline: Year-round | | Hours | Costs | |
| Broker's Roundtables | | | | |
| | | | | |
| Retail Broker's Roundtables (2) | | | | |
| Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance; prepare summary of meeting and follow up action items as needed | | 35 | \$6,400 (@ 5 hrs. - CEO, 25 hrs. - VP, 5 hrs. - Manager) | \$6,400 |
| Minutes/supplies/refreshments | \$500 | | | \$500 |
| | | | | \$6,900 |
| | | | | |
| Office Broker's Roundtables (2) | | | | |
| Meeting set-up, preparation of agenda, marketing of event, coordination of speakers and content, attendance; prepare summary of meeting and follow up action items as needed | | 35 | \$6,400 (@ 5 hrs. - CEO, 25 hrs. - VP, 5 hrs. - Manager) | \$6,400 |
| Minutes/supplies/refreshments | \$500 | | | \$500 |
| | | | | \$6,900 |

| | | | | |
|---|---|----|--|-----------------|
| | | | | |
| | | | | |
| Total | | | | \$13,800 |
| | | | | |
| | | | | |
| Timeline: Year-round | | | | |
| Beverly Hills Small Business Task Force | | | | |
| | | | | |
| Manage Beverly Hills Small Business Task Force; address small business concerns in advance of meeting, prepare agendas, arrange logistics, send and manage invitations, and manage up to 6 Small Business Task Force meetings. | | 50 | \$9,200 (@ 10 hrs. - CEO, 30 hours - VP, @ 10 hours - Manager) | \$9,200 |
| Prepare reports with summary and recommendations from the Task Force; work with City and partners to develop and implement solutions with specific deliverables as appropriate; presentations at City Council | | 20 | \$3,700 (@ 2 hr. - CEO, 18 hrs - VP) | \$3,700 |
| Minutes/supplies/refreshments | \$500 | | | \$500 |
| | | | | |
| Total | | | | \$13,400 |
| | | | | |
| Timeline: Year-round | | | | |
| Beverly Hills Economic Development Portal | | | | |
| | | | | |
| Contract with LocalIntel for provision of economic development data for Beverly Hills, including creation of web-content and quarterly data updates (already under contract for service through June 2021) | \$4,500 (\$7750 annual fee minus \$3250 credit from 2020- 2021) | | | \$4,500 |
| Chamber management of contract and data, including selection of data points, gathering additional local data and figures, marketing and promotion of service and monitoring additional information/changes that needs to be provided); work on upgrades to page | | 35 | \$6,000 (@ 25 hrs - VP, 10 hrs. - Director) | \$6,000 |
| Fees for marketing (quarterly eblasts and social promotion) | \$3,200 | | | \$3,200 |
| | | | | |

| | | | | |
|--|-------|--|----|---|
| Total | | | | \$13,700 |
| | | | | |
| | | | | |
| Mayoral Business Retention Meetings | | | | |
| | | | | |
| Management of meetings with 12 major businesses in Beverly Hills, including creation of printed materials, scheduling, researching attendees, follow up projects as needed to assist companies; prepare summaries of meetings and action items, quarterly summaries. | | | 70 | \$13,450 (@20 hrs. - CEO, 45 hrs - VP, 5 hrs. -Manager) \$13,450 |
| Follow up calls, emails and meetings with businesses and City to implement action items as needed. | | | 10 | \$1,900 (@2 hrs - CEO, 8 hrs. - VP) \$1,900 |
| Printing costs/travel costs/light hospitality | \$200 | | | \$200 |
| | | | | |
| Total | | | | \$15,550 |
| | | | | |
| | | | | |
| Timeline: Year-round | | | | |
| LA Metro Subway Stakeholder Outreach Meetings | | | | |
| | | | | |
| Preparation, set-up, coordination and attendance at up to 12 stakeholder meetings (in person or via Zoom); manage and add to email distribution list; research and outreach to stakeholders, draft agenda, send invitations, and attend meetings and develop action plan with stakeholders, including City | | | 60 | \$10,950 (@ 15 hrs. - CEO, 25 hours - VP, @ 20 hours - Manager) \$10,950 |
| Prepare reports with summary and recommendations from the meetings; follow up action as needed on items generated by meetings | | | 10 | \$2,400 (@ 5 hrs - VP, 10 hrs - Manager) \$2,400 |
| Minutes/supplies/refreshments | \$500 | | | \$500 |
| | | | | |
| Total | | | | \$13,850 |
| | | | | |
| Timeline: Year-round | | | | |
| Economic Sustainability Plan Meeting and Strategic Support | | | | |
| | | | | |

| | | | | |
|---|---------|----|---|-----------------|
| Attend meetings of 3 Economic Sustainability Plan subcommittees to support implementation of Economic Sustainability Plan; attend additional meetings as needed and provide strategic support | | 30 | \$6,150 (@ 15 hrs. - CEO, 15 hrs - VP) | \$6,150 |
| Support City as needed with implementation of additional action items identified out of subcommittees | \$200 | 30 | \$6,150 (@ 15 hrs. - CEO, 15 hours - VP) | \$6,350 |
| Total | | | | \$12,500 |
| | | | | |
| | | | | |
| Timeline: Year-round | | | | |
| Support New and Existing Business Projects in Beverly Hills | | | | |
| | | | | |
| Attend, observe and participate in two new commercial business projects from inception to conclusion, including attending hearings, monitoring email and other communications and discussions with applicant and staff on the process | | 80 | \$13,900 (@ 5 hrs. - CEO, 50 hours - VP, @ 25 hours - Director) | \$13,900 |
| In collaboration with City staff, identify enhanced communication options for projects to promote better understanding and manage expectations by project applicants; create communication tools or other tools based on discussions to support enhanced communication with business applicants on projects | \$200 | 45 | \$8,350 (@ 5 hrs. - CEO, 40 hours - VP) | \$8,550 |
| Vendor for creation of video communication tool | \$4,000 | | | \$4,000 |
| Chamber marketing of communication tools and video | \$3,000 | | | \$3,000 |
| | | | | |
| Total | | | | \$29,450 |
| Timeline: Year-round | | | | |
| Regional Business Attraction | | | | |
| | | | | |
| Research, identify and outreach to Los Angeles County businesses for business attraction | \$600 | 60 | \$10,150 (@ 5 hrs. - CEO, 25 hours - VP, @ 30 hours - Director) | \$10,750 |
| Set up and manage meetings with Los Angeles County businesses for business attraction; manage relationship and follow up with companies to set up tours, connect with brokers and provide support as needed | \$600 | 50 | \$8,650 (@ 5 hrs. - CEO, 25 hours - VP, @ 20 hours - Director) | \$9,250 |
| | | | | |
| Total | | | | \$20,000 |

| Timeline: Year-round | | | |
|---|------------------|----|--|
| Business Attraction Campaign Marketing Materials | | | |
| Develop business attraction marketing materials, including professionally produced business attraction deck, one sheet and newsletter for new businesses coming to town | \$10,000 | 40 | \$7,900 (@ 5 hrs. - CEO, 25 hours - VP, @ 15 hours - Director) |
| Video "sizzle reel" for business attraction | \$10,000 | 40 | \$7,900 (@ 5 hrs. - CEO, 25 hours - VP, @ 15 hours - Director) |
| Chamber Marketing Efforts for Business Attraction Materials | \$5,000 | | \$5,000 |
| Total | | | \$40,800 |
| Executive Summary | | | |
| Beverly Hills COVID-19 Business Support Program | \$24,850 | | |
| Subtotal (Beverly Hills COVID-19 Business Support and Recovery) | \$24,850 | | |
| New York Business Attraction and Retention Mission | \$107,690 | | |
| San Francisco Business Attraction and Retention Mission | \$37,740 | | |
| Beverly Hills Property Owners Task Force | \$13,460 | | |
| Small Business Development Center | \$26,350 | | |
| Shop Local Program | \$105,800 | | |
| Broker's Roundtables | \$13,800 | | |
| Beverly Hills Small Business Task Force | \$13,400 | | |
| Beverly Hills Economic Development Portal | \$13,700 | | |
| Mayoral Business Retention Meetings | \$15,550 | | |
| LA Metro Subway Stakeholder Outreach Meetings | \$13,850 | | |
| Subtotal (Beverly Hills Additional Economic Development and Business Support) | \$361,340 | | |
| Economic Sustainability Plan Meeting and Strategic Support | \$12,500 | | |
| Support New and Existing Business Projects in Beverly Hills | \$29,450 | | |
| Los Angeles Regional Business Attraction | \$20,000 | | |
| Business Attraction Campaign Marketing Materials | \$40,800 | | |

| | |
|--------------|------------------|
| Subtotal | <i>\$102,750</i> |
| Total | \$488,940 |

Attachment 3

**Beverly Hills Chamber of Commerce
Work Plan Comparison of Costs of FY 20/21 to FY 21/22**

| Work Plan Component | Approved FY 20/21 | Proposed FY 21/22 |
|---|------------------------------|------------------------------|
| <u>Program Items</u> | | |
| Beverly Hills COVID-19 Business Support Program | 39,750 | 24,850 |
| Virtual Business Retention Mission (New York and other Cities) | 55,925 | N/A |
| New York Business Attraction and Retention Mission | N/A | 107,690 |
| San Francisco Business Attraction and Retention Trip | N/A | 37,740 |
| Development and Management of Beverly Hills Property Owners Task Force (expanded from La Cienega Landowner and Property Manager Forums) | 13,460 | 13,460 |
| Small Business Development Center Partnership | 23,140 | 26,350 |
| Shop Local Program | 62,590 | 105,800 |
| Broker's Roundtables (adding an office market roundtable) | 12,330 | 13,800 |
| Beverly Hills Small Business Task Force and Small Business Week/Small Business Saturday Campaign | 38,200 | 13,400 |
| Beverly Hills Economic Development Portal | 3,950 | 13,700 |
| Mayoral Business Retention Meetings | 16,600 | 15,550 |
| LA Metro Stakeholder Outreach Plan | 12,085 | 13,850 |
| Economic Sustainability Plan Meeting and Strategic Support | N/A | 12,500 |
| Support New and Existing Business Projects in Beverly Hills | N/A | 29,450 |
| Regional Business Attraction | N/A | 20,000 |
| Business Attraction Campaign Marketing Materials | N/A | 40,800 |
| Subtotal | 278,030 | 488,940 |
| <u>Discontinued Items</u> | | |
| COVID-19 Business Recovery Assistance Task Force | 16,100 | 0 |
| Beverly Hills Business Recovery Videos | 9,950 | 0 |
| Subtotal | 26,050 | 0 |
| Total | \$304,080 | \$488,940 |