



CITY OF BEVERLY HILLS

455 N. Rexford Drive
Beverly Hills, CA 90210

Beverly Hills City Council Liaison / CVB/Marketing Committee

SPECIAL MEETING HIGHLIGHTS

Thursday, June 11, 2020
5:00 PM

MEETING CALLED TO ORDER

Date / Time: June 11, 2020 / 5:00PM

IN ATTENDANCE: Mayor Lester Friedman, Councilmember Lili Bosse, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Executive Assistant Adrienne Tarazon, Julie Wagner (CVB).

1) Public Comment

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

- No public comment received.

2) Proposed Fiscal Year 2020-2021 Beverly Hills Conference and Visitors Bureau Work Plan

- A proposal was presented from the Beverly Hills Conference and Visitors Bureau (BHCVB) work plan for the Fiscal Year 2020-2021 (FY 20/21) Tourism and Marketing Budget and programs which are funded through the City's transient occupancy tax. The base request for the BHCVB is \$2,702,336.
- The BHCVB's proposed FY 20/21 Work Plan includes a mix of programming that typically recurs annually as well as new initiatives that reflect current and upcoming City Council priorities. The portfolio of services includes:
 - Domestic Marketing
 - International Marketing
 - Digital/Interactive
 - Collateral
 - Research
 - Special Programs
 - Visitor Services
 - Operations (Salaries, Taxes, Benefits, and Rent)
- The BHCVB presented a conservative work plan for FY 20/21 which will allow the organization to respond quickly as circumstances change around the COVID19 pandemic.
- Highlights from the proposed FY 20/21 Work Plan included:
 - Domestic Marketing
 - Co-op with other local conference and visitors bureaus
 - Focus marketing campaigns on promoting hotels and the safety of being in Beverly Hills to the local market
 - Focus on a fall campaign to promote hotels targeting individuals in the top domestic markets most likely to travel to Beverly Hills
 - Prepare and conduct a holiday hotel messaging campaign
 - Identify top markets with an intent to travel for a spring campaign
 - International Marketing
 - No international marketing campaigns are anticipated to occur in 2020. This will be reevaluated to determine the timing of such a campaign to begin in 2021.
 - Programming which is proposed to be discontinued for FY 20/21 includes:

- Santa at the Paley Center as the Paley Center has closed
- Chinese New Year Celebration as the contract had concluded
- Reduction of four positions
- Two positions eliminated for the full year
- Two positions to return dependent on travel activity to Beverly Hills
- One at the beginning of Quarter 3
- One at the beginning of Quarter 4
- Reduction in group sales and domestic sales activities
- Seventy-seven percent reduction in international marketing efforts due to the anticipated reduction of international travel in Quarter 1 and Quarter 2
- To execute the proposed work plan for FY 20/21, the BHCVB requests \$2,702,336 in funding from the City. Should the City Council adopt the FY 20/21 proposed budget, then the Tourism and Marketing budget has sufficient funding for the BHCVB proposed work plan, along with the other programs funded by this budget.
- Additionally, due to the COVID pandemic, the City and BHCVB engaged in conversations regarding the fourth payment of FY 19/20, which was scheduled to be paid on March 29, 2020, in the amount of \$1,139,380. The City and BHCVB mutually agreed to forgo this final payment given the projected decline of travel into the City for the months of March, April, May, and June.
- Furthermore, during the pandemic, the BHCVB reduced staffing and programming. This resulted in a preliminary cost savings estimate of \$528,000 in FY 19/20 from the funding the BHCVB received from the City – this includes \$200,000 carry forward from FY 18/19 as a buffer.
- BHCVB requested to carry forward this funding into FY 20/21 for the following additional programming:
 - \$200,000 of carry forward funding to offset FY 20/21 expenses
 - \$50,000 to update the Future of Luxury Report with COVID-19 information as well as an International Global Meetings Industry Tradeshow
 - \$278,000 for the following activities:
 - A Drive Campaign which is an advertising campaign to people living within a drivable distance of Beverly Hills;
 - Los Angeles Area Advertising Co-Op with the Conference and Visitors Bureaus of Santa Monica, West Hollywood, and Marina Del Rey as well as LA Tourism; and
 - Support for the Milken Conference in October 2020.
- Council liaisons reviewed the proposal and provided input.
- Council liaisons approved the proposed Fiscal Year 2020-2021 work plan.

ADJOURNMENT

Date / Time: June 11, 2020 / 5:15 PM