



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

CITY OF BEVERLY HILLS
455 N. Rexford Drive
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

+16699009128,,5161912424# US

+18335480282,,5161912424# US (Toll-Free)

Monday, September 20, 2021

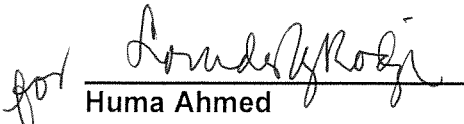
3:00 PM

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 Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to mayorandcitycouncil@beverlyhills.org.

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. Review of First Quarter 2021-2022 CVB Activities and Plans for Second Quarter 2021-2022
3. Request Regarding Use of Unused Funds from the CVB Fiscal Year 2020-2021 Budget
4. Update Regarding Super Bowl Weekend Event
5. Future Agenda Items Discussion

6. Adjournment


Huma Ahmed
City Clerk

Posted: September 17, 2021

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



Pursuant to the Americans with Disabilities Act, the City of Beverly Hills will make reasonable efforts to accommodate persons with disabilities. If you require special assistance, please call (310) 285-1014 (voice) or (310) 285-6881 (TTY). Providing at least forty-eight (48) hours advance notice will help to ensure availability of services.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/ CVB / Marketing Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: September 20, 2021

SUBJECT: Review of First Quarter 2021-2022 CVB Activities and Plans for Second Quarter 2021-2022

ATTACHMENT: 1. Presentation by Beverly Hills Conference and Visitors Bureau

INTRODUCTION

The City contracts with the Beverly Hills Conference and Visitors (CVB) to conduct a variety of tourism and marketing programs promoting Beverly Hills. For the Fiscal Year 2021-2022 contract, City Council agreed to have the CVB/Marketing Liaison Committee meet quarterly with the CVB to discuss the work plan and budget as well as make any necessary adjustments quarterly if necessary.

DISCUSSION

The CVB will provide an overview of the activities and performance metrics occurring in First Quarter 2021-2022 as well as plans for Second Quarter 2021-2022. Attachment 1 to this report details the programs and metrics provided by the CVB during this time period.

FISCAL IMPACT

For Fiscal Year 2021-2022 the contract with the CVB is in an amount not to exceed \$3,430,990. The contract amount is divided into four payments to be paid quarterly. To date, the City has made the first installment payment of \$857,748 covering activities during the period of July 1, 2021-September 30, 2021.

RECOMMENDATION

It is recommended that the City Council CVB/Marketing Liaison Committee review the activities and performance metrics for the First Quarter and Second Quarter 2021-2022 activities.

Attachment 1

BEVERLY HILLS

Conference & Visitors Bureau

City Liaisons Meeting Initiatives and Carryover Review September 20, 2021



Love Beverly Hills

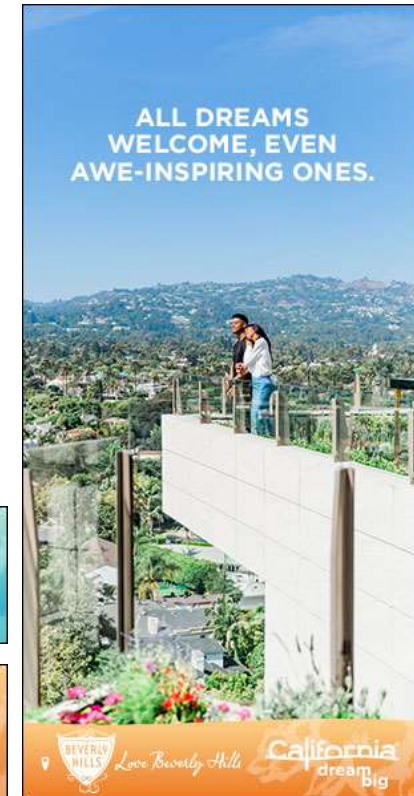
Fiscal Year Q4 20/21
Campaign Results



Visit California Spring 2021 Expedia Co-op

Objective is to stimulate California's tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

- Partner: Expedia Group (Expedia.com and Hotels.com)
- Flight Dates: April 1 – June 30, 2021
 - BHCVB Contribution: \$50,000
 - Visit California Contribution: \$15,000
 - Expedia Contribution: \$65,000
 - **Total Media Investment: \$130,000**
- Planned Impressions: 11.8M



Visit California Spring 2021 Expedia Co-op

Final results:

- Delivered Impressions: 13M, 1.2M or 10% more than contracted
- Clicks: 5,318
- Click Through Rate (CTR): 0.04% (Expedia benchmark is 0.03 - 0.05% but does not factor billboard effect)
- BHCVB Expedia Group Campaign ADR: \$628; \$87 more than overall Beverly Hills Expedia Group bookings for the same period (\$541)



Campaign Results for Initiatives
Straddling Fiscal Year
Q4 20/21 and Q1 21/22



Website Visitor Re-Targeting & Hotel Referrals

Target high-intent consumers (LoveBeverlyHills.com website visitors) to increase hotel bookings with remarketing advertisements via Google and Facebook for a 12-month test.

Incorporated user generated content (UGC) garnered from CrowdRiff for creative.



Website Visitor Re-Targeting & Hotel Referrals



Program to date results (May 26 – August 31, 2021):

- 4.6M impressions
- 25,812 clicks to BHCVB hotel booking page
- 0.57% CTR (benchmark is 0.10%)
- 6,429 unique hotel clicks from ALL activity on the BHCVB hotel booking page for the period > 129 estimated bookings @ 2% (conservative assumptions)
- \$172K estimated hotel room revenue generated from BHCVB booking referrals

Sending Sunshine Hotel Videos

Sunshine is more than the weather. It is a feeling. It is warmth and a radiant glow.

We are sharing the sunshine of Beverly Hills by featuring short video vignettes of our remarkable and varied hotels.

All videos begin in black & white and burst into color upon arrival in Beverly Hills. Hotel imagery is featured, and videos close with a Sending Sunshine end frame.



Videos were released in June and promoted via paid social media through August.

Sending Sunshine Video Promotion Results



Individual hotel videos ran as dark advertisements across Facebook, Instagram and Twitter and were optimized for complete video views (thruplays).

Flight: June 1 – August 31, 2021

Results:

- 1.4M impressions
- 1.3M thruplays (complete video views)
- 91% video view rate across all platforms
- \$0.01 average cost per result

Sending Sunshine: Hero Video



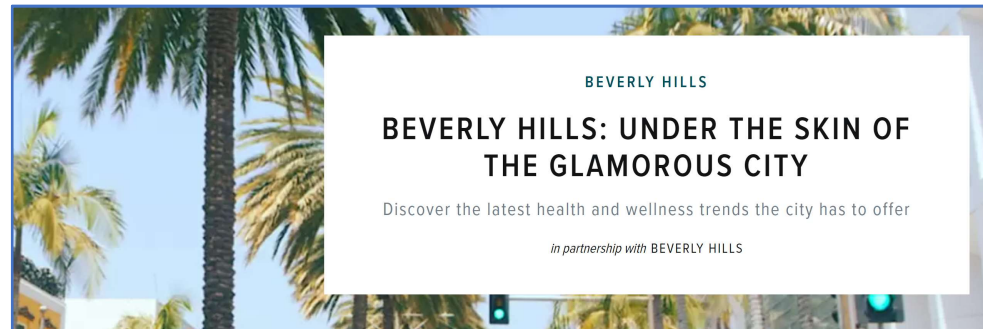
<https://youtu.be/AVZaTJFY1wo>

BHCVB + Conde Nast Video Partnership

In partnership with Conde Nast Traveller and hosted by influencer Arnelle Lozada, four short videos were developed from an insider's point of view, with experts from the worlds of hospitality, shopping, food & dining, and art & culture. The content series launched June 21, 2021 and ran through July 31, 2021.

Each video was hosted on the CNTraveller.com Video Channel, in addition to being shared on YouTube, Instagram Stories, Facebook and Twitter.

Condé Nast
Traveller



Conde Nast Video Series – Wellness Video



Conde Nast Traveller – Beverly Hills Videos

A press release was distributed on June 29 with the following results in the first two hours:

- Total Potential Audience: 134,467,210
- Total Pickup: 124
- Top outlets: AP News, Yahoo Finance, CBS-16, The Desert Review

Conde Nast Owned Channels Exposure:

- 17,503,124 social media Impressions (guarantee of 400,000) organic and paid
- Avg. Watch Time 1:23 (avg. length was 1:47)
- Art and Culture video was the most popular followed by Food and Dining

BHCVB Owned Channels Exposure

- 951,247 impressions from paid posts
- 57% Video thru-play
- \$.02 per impression



2021 Hotel Marketing Campaign Creative

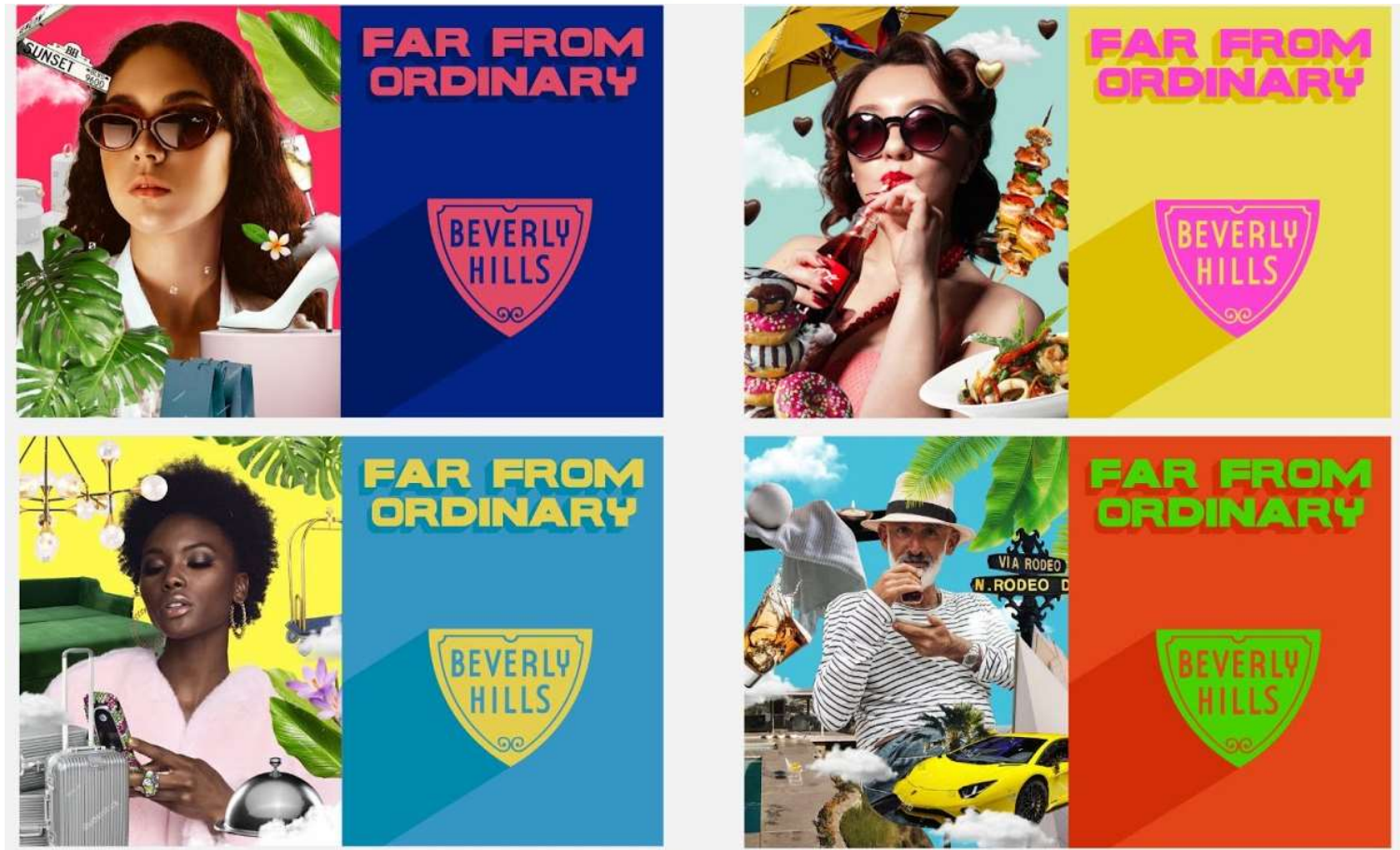
Campaign creative showcases Beverly Hills through a modern lens, making use of vibrant colors, collage design, diverse models and typography for a strong visual aesthetic.

Three Campaign Flights:

- Summer | Far From Ordinary (August 2 – September 21)
- Fall | Cooler Than Fall (September 22 – November 15)
- Holiday | Santa Shops Here (November 16 – December 31)



Far From Ordinary (August 2 – September 21, 2021)



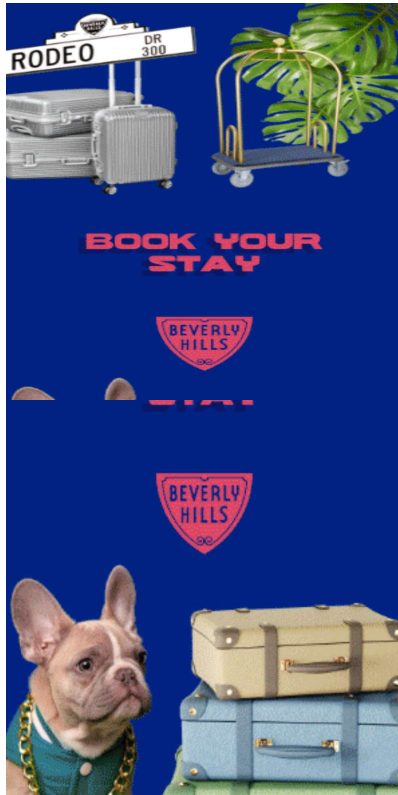
Summer Campaign Marketing

Motivate Affluent Travelers to Choose Beverly Hills

The Far From Ordinary umbrella campaign, including fall and holiday flights, will engage luxury leisure travelers with digital activations, driving them to consider visiting and staying in Beverly Hills on their next Los Angeles trip. A variety of tactics will be utilized with MNI Targeted Media, Sojern and Sparkloft to reach and influence travelers.



Digital Marketing Results



Program to Date: August 2 – 31, 2021

- 3,702,603 impressions
- 6,216 clicks
- 0.16% CTR; performing within benchmarks
- 1,709 engagements
- MobileFuse was the best performing tactic and drove a total of 2,654 (43%) clicks
- Sojern was the second strongest site driving in a total of 2,221 (36%) clicks
- Tactics are optimized throughout the campaign; media dollars will shift to best performers

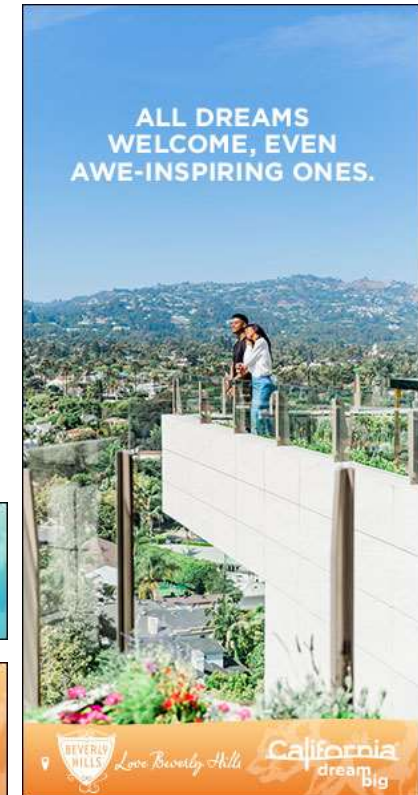
Fiscal Year Q2 21/22
Campaign Initiatives Review



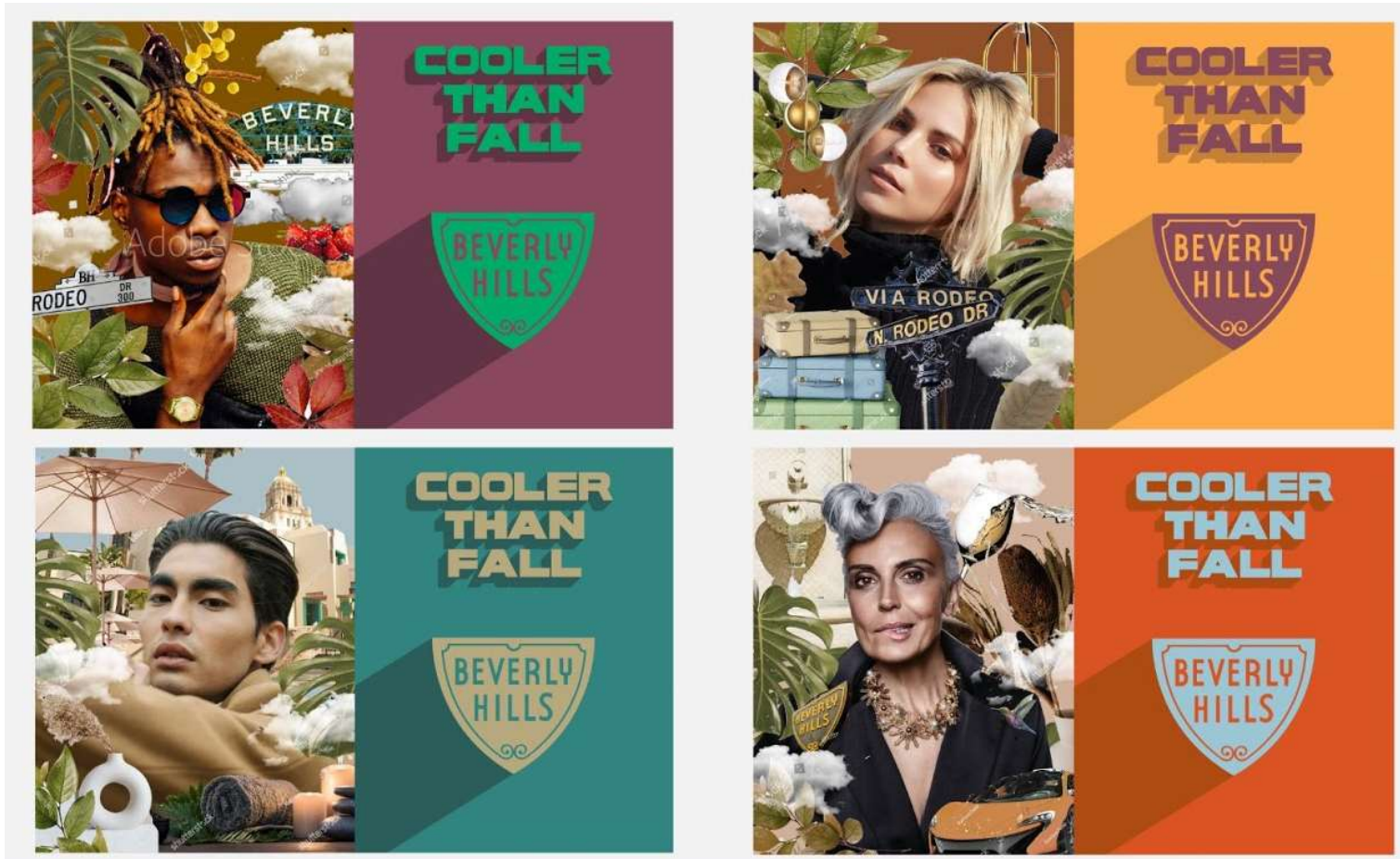
Visit California Fall 2021 Expedia Co-op

Objective remains to stimulate California's tourism recovery by delivering a shared brand platform, sparking consideration and travel among those actively seeking travel inspiration.

- Partner: Expedia Group (Expedia.com and Hotels.com)
- Flight Dates: September 13 – December 31, 2021
 - BHCVB Contribution: \$50,000
 - Visit California Cash Contribution (50%): \$25,000
 - Expedia In-Kind Contribution (100%): \$75,000
 - **Total Media Investment: \$150,000**



Cooler Than Fall (September 22 – November 15, 2021)



Cooler Than Fall: Animated Banners



Cooler Than Fall: Tik Tok Activation

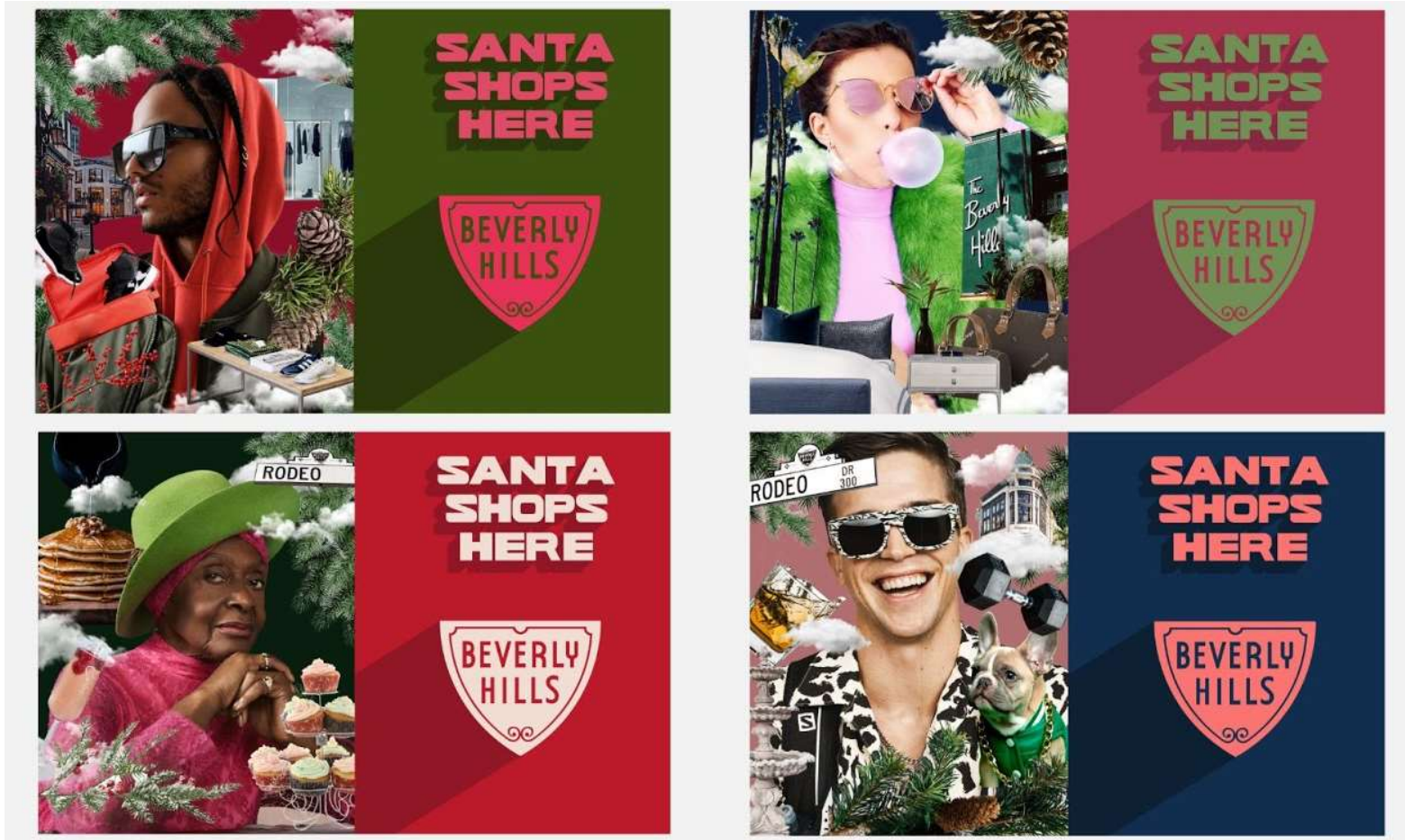


BHCVB to collaborate with 8 Tik Tok influencers to promote the destination from their perspectives with authentic content.

BHCVB is working to finalize participant selection and develop individual itineraries.



Santa Shops Here (November 16 – December 31, 2021)



NBC SoCal 0:30 Holiday Broadcast Video

Develop and create a broadcast video to promote Holiday Lighting Ceremony on Rodeo Drive, citywide décor, shopping in the Golden Triangle and hotel getaways.



THE BEVERLY HILLS CONTENT COLLECTIVE

Beverly Hills to collaborate and commission a roster of creative talent who will create content that showcases the destination in new and inspiring ways.

Four US-based content creators that have global appeal will be appointed to The Beverly Hills Content Collective.

The content will span art & design, food & drink, health & wellness and shopping, showcasing the hotels as a key requirement.

The primary goal is to inspire people to travel to Beverly Hills, and that journey starts at home, before anything is booked. Content will capture three phases:

PLANNING THE TRIP

This is all about discovery, and showcasing some of Beverly Hills hidden gems, places to eat, stay and play in the research phase

This could even include packing and highlighting the weather from a fashion perspective

TRAVELLING TO BEVERLY HILLS

Filming the journey, and how easy and accessible Beverly Hills is

Capture the 'arrival' moment - how the environment changes when you enter in the city

Capture the arrival at the hotel, the room, facilities etc. to showcase the welcoming hospitality and luxurious experience

IN THE DESTINATION

Checking out the things / places that were on the list and sharing those moments of discovery with the audience

We will ensure that all pillars are captured in each talent's itinerary, and that there is no duplication

In addition to Instagram, YouTube and Facebook, we would also recommend posting content on Pinterest which has grown exponentially over the past 12 months, particularly in travel.

Beverly Hills Far From Ordinary Content Collective

@AsiyamiGold

- Visual storyteller
- Creative director and producer
- 311K followers on Instagram
- Food and Wine
- Launch late October 2021



@Bright Bazaar (Will Taylor)

- British born but living in the U.S.
- Seeks out design and travel inspiration
- 342K followers on Instagram/42K on Pinterest
- Traveling to Beverly Hills for the Holidays
- Launch end of November 2021



Beverly Hills Far From Ordinary Content Collective

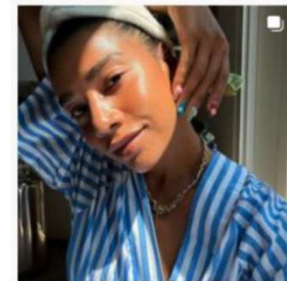
@FaiKhadra

- Model, influencer, art enthusiast
- 2.3M Instagram followers
- Art Design (to tie in with Frieze)
- Launch early February 2022



@HannahBronfman/@BrendanFallis

- NYC based husband and wife covering music, fashion, luxury, wellness and travel
- Hannah Bronfman has 774K Instagram and 20.8K Pinterest followers
- Brenda Fallis has 135K Instagram and 108K YouTube subscribers
- Health and Wellness March/April 2022



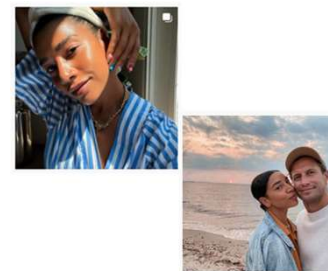
FAR FROM ORDINARY CREATOR COLLECTIVE PHASING

A/W21 BUDGET

ADDITIONAL BUDGET

FALL 2021
Food
Asiyami Gold

SPRING 2022
Art & Design
Fai Khadra



NOV / DEC 21

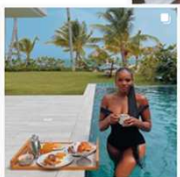
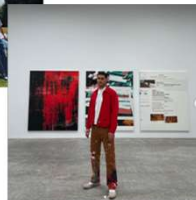
MARCH / APRIL 2022

OCT 21

JAN / FEB 22

CHRISTMAS
Shopping & Fashion
Will Taylor/BrightBazaar

Health & Wellness
Hannah Fallis Bronfman &
Brendan Fallis



Item 3



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/ CVB / Marketing Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: September 20, 2021

SUBJECT: Request Regarding Use of Unused Funds from the CVB Fiscal Year 2020-2021 Budget

ATTACHMENT: 1. Presentation by Beverly Hills Conference and Visitors Bureau

INTRODUCTION

The City contracts with the Beverly Hills Conference and Visitors (CVB) to conduct a variety of tourism and marketing programs promoting Beverly Hills. For the Fiscal Year 2020-2021 contract the approved budget amount was \$2,702,336. The CVB has reported that not all funds received in Fiscal Year 2020-2021 were spent as a result of various savings in operational line items.

DISCUSSION

The CVB will provide an overview of the operational line item savings and a request to carry forward the unused funds from Fiscal Year 2020-2021 to Fiscal Year 2021-2022.

FISCAL IMPACT

For Fiscal Year 2020-2021 the contract with the CVB was in an amount not to exceed \$2,702,336. The contract amount was divided into four payments to be paid quarterly covering activities anticipated to occur in the upcoming quarter. The CVB received payment for all four payments in Fiscal Year 2020-2021.

The CVB has reported at total of \$401,335 in unused funding from the Fiscal Year 2020-2021 contract or roughly 14.8% of the overall contracted budget amount.

Per the adopted contract with the CVB, the CVB is required to either:

- 1) Return any unused funding to the City within 60 days of reconciliation of expenses from the current fiscal year, or
- 2) Request approval from the City to retain unused funding as part of the Fiscal Year 2021-22 annual work plan.

Approval of retaining unused funding will require approval by the full City Council. The CVB is requesting approval to retain the unused funding and allocate the funding as identified in Attachment 1 to this report.

RECOMMENDATION

It is recommended that the City Council CVB/Marketing Liaison Committee provide direction regarding the request by the CVB to retain the \$401,335 in unused funding from the Fiscal Year 2020-2021 CVB work plan and carry forward those funds as outlined in Attachment 1 to this report.

Attachment 1

BEVERLY HILLS

Conference & Visitors Bureau

City Liaisons Meeting Initiatives and Carryover Review September 20, 2021



Love Beverly Hills

Fiscal Year 20/21 Carryover Funding Request



Carryover Funding Origins

Fiscal Year 20/21 budgeting was very fluid due to the effects of Covid 19. BHCVB was aggressive with hotel marketing funds but saved money in operations line items.

Areas of Savings:

- Salaries, Taxes and Benefits
- Conferences/Professional Development
- Accounting Services (switched vendors)
- Meeting Planner Initiatives (ex.: cancellation of Milken)

Carryover Funding Proposal

A total of **\$401,335** of funding remains from Fiscal Year 2021. Additionally, BHCVB continues to retain a \$200,000 Buffer that was set aside at the end of Fiscal Year 18/19 per the city's request. BHCVB requests that the Buffer not be spent but continue to be held in BHCVB reserves.

Proposed Funding:

Amount Promised for FY 21/22 Budget	\$ 130,000
Super Bowl Marketing/Support	\$ 75,000
Additional Hotel/Destination Marketing	\$ 133,570
Milken (2nd Occurance 5/22)	\$ 28,000
Additional Mice Activities	\$ 20,000
Misc. Late Invoices from FY 20/21	\$ 1,096
Salary for Digital Marketing Manager	\$ 13,669
Total Carryover without Buffer	\$ 401,335
Buffer Remains Unspent	\$ 200,000
Total Carryover with Buffer	\$ 601,335

Item 4



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/ CVB / Marketing Committee
FROM: Laura Biery, Marketing and Economic Sustainability Manager
DATE: September 20, 2021
SUBJECT: Update Regarding Super Bowl Weekend Event
ATTACHMENT: N/A

The Beverly Hills Conference and Visitors Bureau will give a verbal update at the meeting on this item.