



CITY OF BEVERLY HILLS
455 N. Rexford Drive
Beverly Hills, CA 90210

Beverly Hills City Council Liaison / CVB/Marketing Committee

TELEPHONIC VIDEO CONFERENCE MEETING

<https://beverlyhills-org.zoom.us/my/committee>

Meeting ID: 516 191 2424

Passcode: 90210

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MEETING HIGHLIGHTS

Wednesday, April 28, 2021

10:00 AM

MEETING CALLED TO ORDER

Date / Time: April 28, 2021 / 10:00 AM

IN ATTENDANCE: Mayor Bob Wunderlich, Vice Mayor Lili Bosse, Deputy City Manager Gabriella Yap, Marketing and Economic Sustainability Manager Laura Biery, Policy and Management Analyst Cindy Owens, Executive Assistant Adrienne Tarazon, Beverly Hills Conference and Visitors Bureau CEO Julie Wagner, John Bendheim, Sandy Murphy, Eliot Finkel, Peter Humig.

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.
 - No public comment received.

2) Proposed Fiscal Year 2021-2022 Beverly Hills Conference and Visitors Bureau Work Plan

- The staff report presented a proposal from the Beverly Hills Conference and Visitors Bureau ("BHCVB") for the Fiscal Year 2021-2022 ("FY 21/22") work plan (Attachment 1), Tourism and Marketing Budget, and programs which are funded through the City's transient occupancy tax. The base request for the BHCVB is \$3,430,990. The fourth payment amount of \$675,584 would cover activities from April 1, 2021 – June 30, 2021.
- To carry out the proposed Work Plan for FY 21/22, with no additional programming, the BHCVB requests \$3,430,990 in Tourism & Marketing funding.
- The City has maintained a policy of funding its tourism and marketing programs from a specific allocation of the transient occupancy tax ("TOT"). The City collects a total of fourteen percent TOT based on gross room sales from the City's hotels. Two of the fourteen percent, or one-seventh of the total TOT revenue, has been the basis of calculating the funding for the Tourism and Marketing budget in Beverly Hills for approximately 25 years.

- In March 2020, the City Council declared a local emergency due to the rapid spread of the COVID-19 virus and the serious health impacts on those who are infected. Due to the global pandemic, international travel was prohibited by the federal government. Additionally, domestic travel was highly discouraged by the Centers for Disease Control and Prevention and the Governor of California as well as the Los Angeles County Department of Public Health issued various Stay at Home Orders beginning in 2020 and continuing into 2021. This, along with the City Council approval for a deferral of payment of TOT by hoteliers, has resulted in a significant decrease of TOT revenue.
- In January 2021, the Finance Department provided a revised estimate of \$14,971,089 for TOT revenue for FY 20/21. This is considered the base budget for FY 20/21. This results in a revised budget of \$2,138,727 for the Tourism & Marketing budget. Actual expenditures are estimated at \$2,896,749, resulting in a \$758,022 deficit in FY 20/21.
- The Finance Department is currently proposing a TOT revenue forecast of \$35,278,400 for FY 21/22. This will result in a one-seventh amount of \$5,039,771. Deducting \$758,022 in FY 21/22 to repay the general fund will result in a proposed FY 21/22 Tourism & Marketing budget of \$4,281,749 for the City Council to consider adopting for FY 21/22. Staff anticipates this funding would be allocated for various programs as shown below.
- As of April 22, 2021, all numbers reflected for City funding are tentative as the numbers are being finalized for presentation to the City Council. Additionally, until the FY 21/22 budget is adopted by the City Council, the numbers are subject to change.
- The Council liaisons reviewed and provided recommendations for the Fiscal Year 2021-2-22 work plan and funding request.

ADJOURNMENT

Date / Time:

April 28, 2021 / 11:13 PM