



**CITY OF BEVERLY HILLS**  
**Video Teleconference**  
**Call in: (916) 235-1420 or (888) 468-1995**  
**Participant Pin: 872120**  
**Beverly Hills, CA 90210**

**Beverly Hills City Council Liaison / Chamber of Commerce Committee**

**TELEPHONIC VIDEO CONFERENCE SPECIAL MEETING HIGHLIGHTS**

**Friday, April 29, 2021**  
**10:00 AM**

**MEETING CALLED TO ORDER**

Date / Time: April 29, 2021 / 10:00 AM

**IN ATTENDANCE:** Bob Wunderlich, Mayor; Lili Bosse, Vice Mayor; George Chavez, City Manager; Gabriella Yap, Deputy City Manager; Jeff Muir, Director of Finance; Laura Biery, Economic Marketing Manager; Cindy Owens, P&M Management Analyst; Gabrielle Ressa, Management Analyst; Todd Johnson (BH Chamber); Blair Schlechter (BH Chamber); Daniel Bermudez, (BH Chamber); Lisa Karson, Executive Assistant.

**1) PUBLIC COMMENT**

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

Speakers/Public comment: None.

**2) Proposed Fiscal Year 2021-2022 Beverly Hills Chamber of Commerce Work Plan**

The focus of fiscal year 2021-2022 will be to support business recovery. The Chamber of Commerce work plan items for the upcoming fiscal year 2021-2022 to support business recovery include the following:

**Work Plan Proposal Overview**

City contracts annually with the Beverly Hills Chamber of Commerce to provide a range of programs that benefit businesses and residents in Beverly Hills

Program goals include:

- Economic Development
- Beverly Hills Business Programming

**Work Plan Goals for 2021-2022**

In light of the pandemic, goals of Work Plan have shifted:

- Support Business Recovery from COVID-19
- Quicker business recovery = stronger business revenue = return of revenue flowing to the City

### **Beverly Hills COVID-19 Business Support and Recovery Program**

- Communication in Partnership with City
  - Business Resources Site
  - Surveys
  - Important City communications about COVID-19
- Walk the Neighborhood
  - Greet businesses and understand local conditions for ground floor businesses in each neighborhood
- Focus now on social media
- Work with partner agencies on welcome back campaign
- Mixers w/safety protocols in place

### **New York Business Attraction and Retention Mission**

#### Review of 2020-2021 Efforts:

- Virtual retention meetings with corporate offices of significant Rodeo Drive and other brands
- Understand business priorities and communicate recent developments
- Recent victories from past business attraction visits
  - Onitsuka Tiger (shoe retailer) – opened February 2021
  - Clothing retailer close to signing lease on Brighton Way

#### Plans for 2021-2022:

- 3 days of meetings with primary focus on business attraction
- Total of 20-25 meetings
- Focus on leasing throughout the City
- Industry Focuses:
  - Retail (emerging new brands)
  - Restaurants (new cuisine/Michelin rated)
  - Entertainment/Innovative professional services

### **San Francisco Business Attraction and Retention Mission**

#### Plan for 2021-2022:

- Re-start 1½ day trip with focus on business attraction
- 8-10 meetings
- Industry Focuses:
  - Restaurants and retailers, including focus on SF's strengths in Asian and Latin American food/retail
  - Technology services if appropriate

### **Beverly Hills Property Owners Task Force**

Commercial property owners have key influence over land use and filling vacancies

#### Plan for 2021-2022:

- Continue to manage a 15-20+ person Task Force
- Conduct up to 8 meetings with City Liaisons
- Identify ways to attract and retain businesses; dialogue about important upcoming issues

### **Small Business Development Center**

Purpose: Provide effective business counseling and education services to companies and residents of Beverly Hills

#### Plan for 2021-2022:

- Conduct one-on-one consultations and monthly educational seminars on business support topics
- Partner with El Camino College SBDC branch to execute services
- Continue to expand variety of educational programming to appeal to a wider range of businesses and residents and stay relevant to today's business climate (i.e. social media, minimum wage)

### **Shop Local Program**

Purpose: Connect businesses and residents and encourage residents to shop local and support local businesses

#### Review of 2020-2021:

- Developed and organized a series of shop local campaigns including prizes and encouraging store visits
- Organized virtual mixers featuring curated presentations by local businesses on their products
- My Beverly Hills social media featured over 200 posts with business profiles, holiday specials and items of local interest

#### Plan for 2021-2022:

- Re-brand of program to refresh look
- Continue business support efforts
  - Business profiles
  - Social Media
  - Quarterly campaigns
  - Mixers as safety protocols allow

### **Broker's Roundtables**

Purpose: Provide forum for commercial brokers to interact with senior city officials and share information

#### Plan for 2021-2022:

- Continue meetings with focus on important City developments and vacancies to fill
- Continue attendance of brokers at meetings with 20+ at each roundtable
- 2 roundtables on retail; 2 on office market

### **Small Business Task Force**

Purpose: To attract and retain small businesses

- Focus on next steps regarding Open BH Program
- 3 recommendations are being taken to council later this year

#### Plan for 2021-2022:

- Continue meetings with focus on small business concerns
- Continue developing recommendations in partnership with City

### **Beverly Hills Economic Development Portal**

#### Overview:

- Chamber will continue to partner with company Local Intel to maintain economic development web portal for Beverly Hills
- Site will provide federal, state and Beverly Hills-local information on business opportunities, economic data, key industries and other key data
- Purpose is to serve as showcase for Beverly Hills and provide key information to existing and prospective businesses

### **Mayoral Business Retention Meetings**

#### Recap of 2020-2021:

- Conducted meetings with top sales tax producing businesses in City

#### Plan for 2021-2022:

- Meet with 12 major businesses
- Identify health of businesses and areas of opportunity/concern

### **LA Metro Subway Stakeholder Outreach Meetings**

#### Overview:

- Chamber work in 2020-2021
- Prior Actions and Accomplishments
  - Contributions to MOA
  - Expedited construction during COVID-19

#### Plan for 2021-2022:

- Continue monthly meetings, keeping stakeholders informed about major construction and gathering input

### **Economic Sustainability Plan Meeting and Strategic Support**

- New Economic Sustainability Plan guiding future course of City
- Participate in sub-committee and other meetings regarding implementation of the Plan
- Identify and work with City to execute additional elements of Plan

### **Support New and Existing Business Projects in Beverly Hills**

- Provide additional guidance and communication to businesses expanding to City of upgrading existing property
- Two Parts:
  - Embed Chamber staff in new or existing projects to understand full lifecycle of review and approvals
  - Develop communication tools to help new businesses
    - 1 pager
    - Video about the project approval process
    - Other

### **Regional Business Attraction**

Purpose: Enhance City and fill vacancies through research and outreach to Southern California businesses

#### **Plan for 2021-2022:**

- Research, identify and conduct meetings to attract regional businesses to Beverly Hills
- Conduct tours, provide follow up information and connect brokers and City staff to facilitate opening

### **Business Attraction Campaign Marketing Materials**

Purpose: Develop professional marketing materials to support business attraction efforts

#### **Plan for 2021-2022:**

- Develop promotional packet for business attraction targets
- “Sizzle reel” video highlighting Beverly Hills
- Quarterly news update of businesses moving to City

The Liaisons fully support the Chamber’s Work Plan and the visions presented and proposed for Fiscal Year 2021-2022.

## **ADJOURNMENT**

Date / Time: April 29, 2021 / 10:55 AM