



## 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 Fiscally Year 2020-2021 work plan.

## **ADJOURNMENT**

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