



CITY OF BEVERLY HILLS

455 North Rexford Drive
Beverly Hills, CA 90210
Video Teleconference

The Beverly Hills City Council Liaison / CVB/ Marketing Committee

SPECIAL MEETING HIGHLIGHTS

Tuesday, December 12, 2023
4:00 PM

MEETING CALLED TO ORDER

Date / Time: December 12, 2023 / 4:00 PM

IN ATTENDANCE: Vice Mayor Lester Friedman, Councilmember Lili Bosse, Deputy City Manager Kieth Sterling, Community Outreach Manager Magdalena Davis, Principal Performance Auditor Abbey Tenn, CEO of BHCVB Julie Wagner, Bill Wiley

1) Public Comment

Members of the public were given the opportunity to directly address the Committee on any item not listed on the agenda.

None.

2) Update on Fiscal Year 2023-2024 Programs and Initiatives for the Beverly Hills Conference and Visitors Bureau (CVB) Including Quarter 1 and 2 Program Progress, Budget Reallocation, and Funding Requests

a. Presentation by Julie Wagner

- i. Q1 Website Visitor Re-Marketing Campaign results showed an increase of the return on investment from 13:1 to 16:1. Investment was \$3,500 a month.
- ii. Cuisine & Couture Part II launched, with the 48-Hour Press Release Distribution Report showing a total pickup of 404 stories.
- iii. Fall Campaign had a click through rate of 14% with most business coming from domestic markets.
- iv. \$100,000 in value for \$40,000 investment partnering with Expedia and Visit California.
- v. Released 2 videos in partnership with Burghardt, Dore, & NBC in the San Fransico & Los Angeles areas to promote the Holiday lighting Celebration & Holiday Getaway Promotion. Budget was \$75,000 with a cost per thousand was \$16.18 (Average TV CPM is between \$25-\$45)
- vi. HSMAl named Julie Wagner as one of its "Top 25 Extraordinary Minds in Sales, Marketing, Revenue, Optimization, and Distribution" for 2023.
- vii. BHCVB x Turkish Airlines ME July FAM brought in 5 key influencers who posted a combined 87 times with 728,888 likes and 46,593,702 impressions.

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- viii. The Love Letter short film released to Instagram and YouTube through Public relations. Total pickup was 427 stories, Reached 6,189,645 people on Instagram and Facebook with an 87% playthrough rate.
- ix. Town & Country assigned a feature on the Beverly Hills Culinary Scene due to a meeting with Adam Rathe during the New York Sales Mission.
- x. Partnered with Virtuoso for leisure sales. Metrics are still being taken but CVB is impressed with the Agent Database.
- xi. For Q1 Group sales there were 19 inquiries which led to 7302 lead room nights resulting in \$2,715,750. There were 1379 booked room nights with an estimated Value of \$515,261
- xii. Request for BH federal Liaisons to support S. 2632
- xiii. BHCVB partnered with Peter Greenberg to produce a 12-14 min segment called *Hidden Gems of Beverly Hills* for *The Travel Detective* which will air in April/May 2024. Greenberg will also release a 1 hour segment on his podcast.
- xiv. Spring 2024 *It's a Frame of Mind* Campaign partnered with Expedia, Hotels.com, and Visit California with a \$60,900 budget
- xv. Beverly Hills x 90210/Imagine AI art marketing campaign. Potential for displays at Spring Art Show and hotel lobbies. Potential media partnership with Hypebeast or Mashable.
- xvi. Cuisine & Couture III launching in Jan or Feb, in partnership with the Hilton & Peninsula
- xvii. Upcoming Travel Trade activities include the Mexico Sales Mission in Jan, Global Summit in Feb, Virtuoso U.K. in March, Dallas & Maimi Cocktail Parties in April, May has the ILTM Latin America, and Proud is in June
- xviii. During ILTM, CVB would like to participate in a media sponsorship with LA tourism which would free up \$25,000
- xix. CVB would like to transition from a bookkeeper to accounting firm for financials, which would cost \$20,000

3) Future Agenda Items

None.

4) Adjournment:

Date / Time: December 12, 2023 / 4:31 PM