



**Beverly Hills City Council Liaison /
Rodeo Drive / Special Events / Holiday Program Committee
and the Beverly Hills City Council Liaison / Chamber of Commerce Committee
and the Beverly Hills City Council Liaison / CVB / Marketing Committee
will conduct a Joint Special Meeting, at the following time and place, and will address the
agenda listed below:**

**CITY OF BEVERLY HILLS
455 North Rexford Drive
2nd Floor Room 280A
Beverly Hills, CA 90210**

**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)

Friday, April 8, 2022

3:00 PM

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 and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Rodeo Drive / Special Events / Holiday Program Committee / Chamber of Commerce Committee / CVB / Marketing Committee. Beverly Hills Liaison meetings will be in-person at City Hall.

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) Discussion Regarding Opportunities to Collaborate to Tell the Story of Beverly Hills
- 3) Future Agenda Items Discussion

4) Adjournment

for 
Huma Ahmed
City Clerk

Posted: April 4, 2022

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. City Hall, including 2nd Floor Room 280A, is wheelchair accessible.



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

Memorandum

TO: City Council Liaison /Rodeo Drive/ Special Events/ Holiday Program Committee / Chamber of Commerce Committee/ CVB/ Marketing Committee

FROM: Laura Biery, Marketing and Economic Sustainability Manager

DATE: April 8, 2022

SUBJECT: Discussion Regarding Opportunities to Collaborate to Tell the Story of Beverly Hills

ATTACHMENT: 1. Calendar of Some of the Upcoming Events in Beverly Hills

INTRODUCTION

This meeting will be a joint meeting of the City Council Liaison /Rodeo Drive/ Special Events/ Holiday Program Committee; and the City Council Liaison /Chamber of Commerce Committee; as well as the City Council Liaison /CVB/ Marketing Committee (Liaisons). For the purposes of today's discussion, the Liaisons and business partner organizations will discuss opportunities to collaborate to tell the story of Beverly Hills and continue to encourage residents and visitors to come to Beverly Hills.

DISCUSSION

The City of Beverly Hills provides annual funding to the local business partner organizations known as the Rodeo Drive Committee (RDC), the Beverly Hills Chamber of Commerce (Chamber), and the Beverly Hills Conference and Visitors Bureau (CVB). Each partner organization executes a work plan and/or marketing programs to promote Beverly Hills. Target audiences vary by agency however they include visitors to Beverly Hills, businesses in Beverly Hills, as well as those businesses considering moving to Beverly Hills, and residents of Beverly Hills. Marketing efforts are curated to reach specific target audiences including, but not limited to, the drive market Greater Los Angeles region visitor all the way to the international tourist visitor and applicable residential/visitor domestic markets in between. Additionally, the City of Beverly Hills offers various events and programs across multiple City departments to encourage both visitors to Beverly Hills and residents of Beverly Hills to shop, dine, play and stay in Beverly Hills.

FISCAL IMPACT

There is no direct fiscal impact related to the discussion topic at today's meeting. Any requests for new projects, events, initiatives, or funding will be brought back to the Liaisons and the full City Council for approval as needed.

RECOMMENDATION

Staff requests the City Council Liaisons provide feedback regarding the discussion topic for today's meeting.

Some Upcoming 2022 Calendar of Events

Schedule Subject to Change

April	
	Earth Day
	First Thursdays
	Art Sculpture Tour
	National Library Week
	DineLA
	Gatsby Redoux
May	
	Milken Conference 2022
	First Thursdays
	Beverly Hills Art Show
	Art Sculpture Tour
	Fire Service Day
	Police Week
	Public Works Week
	National Bike Month/Bike to School Day/Bike to Work Week
	Music in the Mansion
June	
	Concerts on Canon
	First Thursdays
	Arbor Day
	Concours D'Elegance
	Pride Month
	Chamber of Commerce Summer Garden Party
	Piesta
	Sculpture Park and Tree Tour
	Make Music Day
July	
	Park/Rec Month
	Sculpture Park and Mural Tour
	Concerts on Canon
August	
	National Night Out
	Classics in the Courtyard at Greystone Mansion
	Shakespeare Outdoor Theatre at Roxbury Park
	Concerts on Canon
	Sculpture Park and Tree Tour
	Sing for Hope
September	
	9/11 Ceremony
	State of the City/Evening with the Mayor
	Sculpture Park and Mural Tour
October	
	Beverly Hills Art Show
	National Walk to School Day
	Civility Month
November	
	Doggy Daze 90210
	Rodeo Drive Holiday Lighting Celebration
December	
	Menorah Lighting Celebration