



STAFF REPORT

Meeting Date: June 19, 2012
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs
Megan Roach, Marketing and Economic Sustainability Manager *MR*
Subject: Recommendation from the CVB/Marketing Liaison Regarding the Fiscal Year 2012-2013 Scope of Work and Funding Request from the Beverly Hills Conference and Visitors Bureau
Attachments: 1. CVB Fiscal Year 2012-2013 Scope of Work and Budget

INTRODUCTION

This item provides a recommendation from the CVB/Marketing Liaison Committee for the Fiscal Year 2012-2013 scope of work and funding request from the Beverly Hills Conference and Visitors Bureau.

DISCUSSION

The Beverly Hills Conference and Visitors Bureau ("CVB") is contracted by the City to conduct a variety of tourism and marketing programs promoting Beverly Hills. The CVB/Marketing Liaison Committee (Mayor Brien and Vice Mayor Mirisch) met with CVB representatives to review the proposed scope of work for Fiscal Year 2012-2013, which is included as Attachment No. 1. The Liaison Committee recommended approval of the scope of work and corresponding funding request of \$2,665,000. The \$2,665,000 reflects additional operating and programmatic costs for the new Visitor Center, as well as an 11% increase to the CVB's base budget from the prior fiscal year based on a corresponding, projected overall increase in TOT revenue.

The CVB recently conducted stakeholder focus groups with local Beverly Hills restaurants, hotels and retailers to obtain their business objectives, analyze competition, and determine how the CVB can better promote Beverly Hills as a destination. The CVB then presented a tactical program of work and corresponding budget for how to accomplish these goals to the CVB/Marketing Liaison Committee. The CVB has prioritized its scope of work and budget as follows:

- 1) **Domestic Hotel Campaigns** – traffic and revenue to the city as well as strengthening and clarification of the brand.
- 2) **International Marketing** – supporting key feeder markets with in-country initiatives and business prospecting to meeting planners (this applies to domestic feeders as well).
- 3) **On-Line/Website Interactive** – brand awareness and image promotion through website, search engine marketing and social interactivity on key sites.
- 4) **Visitor Services** – visitor guides and maps, interactive technology, walking tours, strong merchandising platform and incentives.
- 5) **Events** – development of annual marquis events which are impeccably executed that customers can look forward to year after year.

FISCAL IMPACT

The City's Finance Department projects \$28,942,900 in TOT revenue for the 2012-2013 Fiscal Year, which results in a Tourism and Marketing budget of \$4,817,984. This amount includes \$683,284 in budgetary carryover from Fiscal Year 2011-2012. The funding is budgeted in the Tourism and Marketing Program account 0101311. The CVB/Marketing Liaison Committee is recommending that of this amount, \$2,665,000 be allocated to the CVB for its Fiscal Year 2012-2013 budget request.

RECOMMENDATION

Staff recommends that the City Council review the CVB/Marketing Liaison Committee's recommendation for the Fiscal Year 2012-2013 scope of work and funding request from the Beverly Hills Conference and Visitors Bureau. The funding agreement is on the formal agenda this evening for City Council consideration.

Cheryl Friedling
Approved By

