



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, February 01, 2022
4:00 PM

MEETING CALLED TO ORDER

Date / Time: February 1, 2022 / 4:02 PM

IN ATTENDANCE: Mayor Robert Wunderlich, Vice Mayor Lili Bosse, Assistant City Manager Nancy Hunt- Coffey, Director of Finance Jeff Muir, Marketing and Economic Sustainability Manager Laura Biery, Policy & Management Analyst Cindy Owens, CEO of BHCVB Julie Wagner, Bob Bibeault, Offer Nissenbaum, John Bendheim, Elliot Finkel, Sandy Murphy, Linda Briskman, Peter Humig, and Scott Berger

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) Resolution of the Beverly Hills City Council Liaison / CVB/ Marketing Committee authorizing public meetings to be held via teleconferencing pursuant to Government Code Section 54953(e) and making findings and determination regarding the same.

New legislation (AB 361) was recently adopted allowing the Beverly Hills City Council Liaison / CVB/ Marketing Committee to continue virtual meetings during the COVID-19 declared emergency subject to certain conditions and the proposed resolution implements the necessary requirements.

Motion by Vice Mayor Bosse, seconded by Mayor Wunderlich. Passed Unanimously.

3) Review of First and Second Quarter 2021-2022 Fall Marketing Campaign Results as well as Third and Fourth Quarter 2021-2022 CVB Campaign Initiatives

- a. Presentation by Julie Wagner
 - i. Metrics show engagement has increased after website retargeting campaign. Including a .66% click through rate, 14,503 unique hotel clicks and estimated \$411,000 hotel room revenue.
 - ii. Activity increased 846% year over year.

Highlights for February 1, 2022
CVB/Marketing Committee

- iii. \$150, 000 in value for \$50,000 investment partnering with Expedia and Visit California.
- iv. Hotel marketing campaign results show positive impacts, overdelivered resulting in \$16,497 in added value. Sojern was the strongest performing channel.
- v. Far from Ordinary Campaign launched influencer content collective. First installment with creator Will Taylor (Bright Bazaar). Total reach was 492.3K with 27.5M impressions and 0.05% engagement rate. Audience was 70% men, mostly from the US.
- vi. Super Bowl LVI campaign launched, targeting people coming to the game. Hotels are sold out.
- vii. Advertising for Frieze; 20 radio spots, digital content including newsletters.

4) “Feel Good” TV Commercial Campaign Review and Proposal

- a. Strategy to counter and mitigate negative press.
- b. Continue to focus on how Beverly Hills is growing and developing.
- c. Opportunity to create TV commercial, 8 week campaign, for which will own content.
- d. Concept: Falling in love with Beverly Hills again.
- e. Target California markets (1/4 of visitors are traditionally from LA).
- f. Total campaign budget \$275,000, with New York \$350,000
- g. Additional Funding request from City is \$50,000
- h. Liaisons recommend to approve \$50,000 contract amendment to BHCVB and add to February 8, 2022 City Council Meeting evening session.

5) Adjournment:

Date / Time: February 1, 2022 / 5:18 PM