



Beverly Hills City Council Liaison / CVB Marketing Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY OF BEVERLY HILLS
455 N. Rexford Drive
Room 280A
Beverly Hills, CA 90210**

IN-PERSON / TELEPHONIC / VIDEO CONFERENCE MEETING

**Beverly Hills Liaison 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, August 25, 2023
10:00 AM**

Please be advised that pre-entry metal detector screening requirements are now in place in City Hall. Members of the public are requested to plan visits accordingly.

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 / 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) Review of Beverly Hills Conference and Visitors Bureau (CVB) Fiscal Year 2022-2023 Marketing Initiatives and Campaign Results

- 3) Update on Fiscal Year 2023-2024 Programs and Initiatives for the Beverly Hills Conference and Visitors Bureau (CVB) Including Program Progress, Changes, and Budget Reallocation Requests
- 4) Future Agenda Items
- 5) Adjournment


Huma Ahmed
City Clerk

Posted: August 17, 2023

**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 Room 280A is wheelchair accessible.

Item 2



CITY OF BEVERLY HILLS

OFFICE AND MANAGEMENT

MEMORANDUM

TO: [Redacted]
FROM: [Redacted]
DATE: [Redacted]
SUBJECT: [Redacted]
ATTACHMENT: [Redacted]

INTRODUCTION

[Redacted text block]

DISCUSSION

[Redacted text block]

[Redacted text block]

[Redacted text block]

- [Redacted]
• [Redacted]
• Spring 2023 Campaign "Art of Luxury Through the Years"
• Special Event Promotion of US Open Championship and Father's Day Rodeo Drive Concours d'Elegance in June 2023
• [Redacted]
• [Redacted]

additionally, the City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process.

- Security Council is currently reviewing the proposed changes to the Chicago Police Department's recruitment process.
- The City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process.

ISCA IMACT

The City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process. The City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process. The City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process.

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RECOMMENDATION

In addition, the City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process. The City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process. The City of Chicago is currently reviewing the proposed changes to the Chicago Police Department's recruitment process.

Item 3

Additional Requirements for the

Some of the requirements identified in the previous section are not included in the current version of the contract. The following table provides a summary of the requirements that are not included in the current version of the contract.

- Requirements for the additional services provided in the previous section
- Contract HMI Development/Integration
- ILM L1000 for the current version of the contract
- New System Mod for the current version of the contract
- Additional requirements for the current version of the contract
- RFD E-commerce L1000 for the current version of the contract

The following table provides a summary of the requirements that are not included in the current version of the contract. The table is organized by requirement category and includes a description of the requirement, the current version of the contract, and the previous version of the contract.

| Requirement | Previous Approved Funds Available | Revisions of Funds Requested |
|--|-----------------------------------|------------------------------|
| Additional L1000 for the current version of the contract | 000000 | |
| S for the current version of the contract | 000000 | |
| ILM 0000 000000 | 000000 | |
| New System Mod | | 000000 |
| Contract HMI Development/Integration | | 000000 |
| ILM L1000 for the current version of the contract | | 000000 |
| Additional Mod for the current version of the contract | | 000000 |
| Additional requirements for the current version of the contract | | 000000 |
| RFD E-commerce L1000 for the current version of the contract | | 000000 |
| Additional Development Mod for the current version of the contract | | 000000 |
| Total | 000000 | 000000 |

Contract Requirements

The following table provides a summary of the requirements that are not included in the current version of the contract. The table is organized by requirement category and includes a description of the requirement, the current version of the contract, and the previous version of the contract.

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RECOMMENDATION

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Attachment 1

BEVERLY HILLS

Conference & Visitors Bureau

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Love Beverly Hills

Visa Destination Reports for
FY 22/23



Domestic Market Growth

Domestic market growth is a key driver of overall performance, with significant increases in spend across major markets. The DR (Domestic Revenue) and S (Sales) metrics show strong performance, particularly in the R (Revenue) and L (Lodging) categories. The S (Sales) metric is a key driver of growth, and the L (Lodging) metric is a key driver of revenue. The DR (Domestic Revenue) and S (Sales) metrics show strong performance, particularly in the R (Revenue) and L (Lodging) categories. The S (Sales) metric is a key driver of growth, and the L (Lodging) metric is a key driver of revenue.

| City | Lodging Total | Lodging % Total Spend | 2023 Total Spend | YOY Variance | YOY Lodging Variance |
|--|---------------|-----------------------|------------------|--------------|----------------------|
| 1. Los Angeles, Long Beach & Orange County | \$ 12,064,050 | 1% | \$816,380,747 | 3% | 1.5% |
| 2. New York | \$5,763,906 | 15% | \$38,976,493 | 30% | 15% |
| 3. Riverside | \$780,409 | 4% | \$22,050,738 | 2% | 4% |
| 4. San Francisco | \$2,617,795 | 12% | \$21,043,939 | 5% | 13% |
| 5. San Diego | \$1,333,162 | 9% | \$15,513,276 | 12% | 9% |
| 6. Chicago | \$1,444,841 | 11% | \$13,534,640 | 11.50% | 13.75% |

Miami and Dallas also had a large percentage of lodging spend at 16% and 11% respectively.

International Market Growth

The following table provides a detailed breakdown of international market growth, highlighting key metrics such as lodging total, lodging percentage of total spend, 2023 total spend, and year-over-year (YOY) variance for both total spend and lodging. The data is presented for the top 10 international markets, with China Mainland leading in total spend and Australia showing the highest YOY lodging variance.

| City | Lodging Total | Lodging % Total Spend | 2023 Total Spend | YOY Variance | YOY Lodging Variance |
|-------------------|---------------|-----------------------|------------------|--------------|----------------------|
| 1. China Mainland | \$815,323 | 4% | \$22,160,758 | 56.0% | 3.8% |
| 2. Canada | \$3,372,351 | 17% | \$19,352,301 | 16.0% | 17.5% |
| 3. Qatar | \$13,487,774 | 26% | \$8,790,342 | -35.0% | 27% |
| 4. UAE | \$1,244,344 | 14% | \$8,784,762 | 1% | 15% |
| 5. UK | \$2,094,695 | 26% | \$8,086,938 | 11% | 26% |
| 6. Australia | \$1,469,666 | 21% | \$6,954,205 | 58% | 21% |
| 7. Indonesia | \$597,675 | 25% | \$6,652,877 | -27.0% | 8.5% |
| 8. Mexico | \$486,723 | 25% | \$6,001,345 | 17.0% | 8.5% |
| 9. Saudi Arabia | N/A | 28% | N/A | 58.0% | 7.5% |
| 10. Singapore | N/A | 26% | N/A | 19.0% | 9.3% |

Fiscal Year 22/23 Q4 Initiative Results



Website Visitor
Re-Marketing & Hotel Referrals



Spring 2023 Campaign
The Art of Luxury Through the Years



The Art of Luxury Through The Years

Series of Campaigns in the Airline - Cumulative

Travelers' Perceptions of the Role of Los Angeles HHI

- Revenue
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Results

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Spring 2022 Video

USGA

123rd U.S. Open Championship

Los Angeles Country Club

June 15 – 18, 2023



U.S. Open Championship Gifts

Hilton Worldwide Rewards members – a complimentary 5000 Hilton Rewards points
Hilton Worldwide Rewards members – a complimentary 5000 Hilton Rewards points
in recognition of your membership

or complimentary 5000 Hilton Rewards points

- 5000 Hilton Rewards points
- 5000 Hilton Rewards points or 5000 Hilton Rewards points
- L'Ermitage Beverly Hills
- 5000 Hilton Rewards points or 5000 Hilton Rewards points



the
BEVERLY HILTON

BW
BEVERLY WILSHIRE
Beverly Hills
A FOUR SEASONS HOTEL

THE
MAYBOURNE
BEVERLY HILLS

L'ERMITAGE

U.S. Open Digital Campaign Results

Committed to Excellence –

Results

- Increased brand awareness
- Increased engagement
- Increased website traffic
- Increased social media presence
- Increased lead generation
 - Increased email list
 - Increased social media followers
 - Increased website conversions
 - Increased customer loyalty
 - Increased brand reputation



Father's Day
Rodeo Drive Concours d'Elegance
BHCVB Event Promotion



Father's Day Rodeo Drive Concours d'Elegance

Top News Stories & Ads

How the event is being celebrated in the city of Beverly Hills. The event is a celebration of the city's rich automotive heritage and is a must-see for car enthusiasts. The event will feature a variety of classic and exotic cars, including a rare 1920s Ford Model T and a modern Ferrari sports car. The event is being held on Rodeo Drive, one of the most famous streets in the world. The event is being held on Sunday, June 18, 2023, from 10:00 a.m. to 4:00 p.m. The event is free and open to the public. The event is being held at the Beverly Hills Hotel, one of the most luxurious hotels in the world. The event is being held in the Golden Triangle, one of the most iconic areas of Beverly Hills. The event is being held in the heart of the city, one of the most beautiful cities in the world. The event is being held in the heart of the city, one of the most beautiful cities in the world.

Event Results

Event results for the Father's Day Rodeo Drive Concours d'Elegance. The event was a success and was attended by thousands of people. The event was a celebration of the city's rich automotive heritage and was a must-see for car enthusiasts. The event featured a variety of classic and exotic cars, including a rare 1920s Ford Model T and a modern Ferrari sports car. The event was held on Rodeo Drive, one of the most famous streets in the world. The event was held on Sunday, June 18, 2023, from 10:00 a.m. to 4:00 p.m. The event was free and open to the public. The event was held at the Beverly Hills Hotel, one of the most luxurious hotels in the world. The event was held in the Golden Triangle, one of the most iconic areas of Beverly Hills. The event was held in the heart of the city, one of the most beautiful cities in the world. The event was held in the heart of the city, one of the most beautiful cities in the world.

Celebrate Father's Day Article Results

Article results for the Father's Day Rodeo Drive Concours d'Elegance. The article was a success and was read by thousands of people. The article was a celebration of the city's rich automotive heritage and was a must-read for car enthusiasts. The article featured a variety of classic and exotic cars, including a rare 1920s Ford Model T and a modern Ferrari sports car. The article was written by a local journalist and was published in a local newspaper. The article was published on Sunday, June 18, 2023. The article was published in the Golden Triangle, one of the most iconic areas of Beverly Hills. The article was published in the heart of the city, one of the most beautiful cities in the world. The article was published in the heart of the city, one of the most beautiful cities in the world.



**BEVERLY HILLS
CELEBRATES FATHER'S DAY**

WITH THE RODEO DRIVE CONCOURS D'ELEGANCE CAR SHOW
SUNDAY, JUNE 18, 2023

Celebrate Father's Day with cars as classic and sleek as Dad. From 10:00 a.m. to 4:00 p.m., join us to experience a curated selection of the finest exotic and collectible automobiles on Rodeo Drive. And to make the day complete, reserve a table at any of our acclaimed restaurants, shop along Beverly Hills' iconic streets in the Golden Triangle or schedule a treatment at one of our luxurious hotel and day spas.



 [LoveBeverlyHills.com](https://www.LoveBeverlyHills.com)  [VisitBeverlyHills](#)    [LoveBeverlyHills](#)

Concours d'Elegance DATAFY Dashboard

Overall Visitation to Rodeo Drive & Top POIs

Concours d'Elegance - Rodeo Drive:



47,506 Visitor Days Observed

35,923 were Visitors 50 Miles+

11,583 were Locals from 0-50 Miles

We estimate 47,506 total visitors to the Rodeo Drive cluster on June 18th, 2023. 24.4% of the total visitors were locals from 0-50 miles and 75.6% were visitors from 50+ miles.

This event paired with the U.S. Open drew a significant amount of visitors from outside the region to Beverly Hills - a huge win!

Top POIs on Rodeo Drive for visitors:

| POI | Trips |
|---------------------------|--------|
| Rodeo Drive District | 34,059 |
| Rodeo Drive Luxury Retail | 13,596 |
| Rodeo Drive Restaurants | 1,213 |
| Wilshire Blvd Retail | 816 |
| Brighton Way Retail | 258 |
| Brighton Way Restaurants | 33 |

Locals are defined as a home location of 0-50 miles from the center point of Beverly Hills and visitors are defined as a home location from 50+ miles away from the center point of Beverly Hills.

Short Film



Short Film Update

Our short film 'The Last Day of August' is now available on YouTube. It's a love story set in a beautiful garden. You can watch it here: [https://www.youtube.com/watch?v=...](#)

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Short Film Promotion

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Cuisine & Couture



Cuisine & Couture

Honoring Beverly Hills, where couture fashion, fine cuisine and some of the most luxurious hotels in the world converge, Beverly Hills Conference & Visitors Bureau has launched a new series, 'Cuisine & Couture.' In true Beverly Hills style, the initiative celebrates some of fashion's greatest events with the best the city has to offer. The series launches with an homage to *The Met Gala* and this year's theme - Karl Lagerfeld: A Line of Beauty. Locals and visitors alike can experience the late fashion designer throughout the month of May with videos and special dishes at participating hotels.

'Cuisine & Couture' will continue with new culinary offerings inspired by September's New York Fashion Week and the 2024 Awards

The screenshot shows a mobile application interface with a white background and a gold header. The header includes the 'BEVERLY HILLS Love Beverly Hills' logo and a hamburger menu icon. The main content area is titled 'Cuisine & Couture' and features two columns of chef profiles. Each profile includes a photo of the chef, a caption, and a short bio. The first profile is for Executive Chef Dameon Evers and Rini Jain, and the second is for Michelin-Starred Pastry Chef Nick Muncy and Caitlyn Chase. At the bottom of the screen, there is a 'WATCH VIDEO' button and a navigation bar with back, forward, and search icons.

Cuisine & Couture

Honoring Beverly Hills, where couture fashion, fine cuisine and some of the most luxurious hotels in the world converge, Beverly Hills Conference & Visitors Bureau has launched a new series, 'Cuisine & Couture.' In true Beverly Hills style, the initiative celebrates some of fashion's greatest events with the best the city has to offer. The series launches with an homage to *The Met Gala* and this year's theme - Karl Lagerfeld: A Line of Beauty. Locals and visitors alike can experience the late fashion designer throughout the month of May with videos and special dishes at participating hotels.

'Cuisine & Couture' will continue with new culinary offerings inspired by September's New York Fashion Week and the 2024 Awards

Executive Chef Dameon Evers and Rini Jain

Newly welcomed Executive Chef Dameon Evers of *THE Blvd* at *Beverly Wilshire, A Four Seasons Hotel* presents a Pastrami Smoked Beet with Barbecue Tomatoes, Watercress, Beet Vinaigrette and Roasted Hazelnuts. The hearty beet dish celebrates Karl Lagerfeld's penchant for a pop of red, which would become even more significant in his career as countless muses, models and actresses walked the red carpet in his designs. Digital creator Rini Jain of *@rinisphere* accompanied Chef Evers to create the bold dish together, where they discussed how Beverly Wilshire's setting along Rodeo Drive continually inspires his work.

WATCH VIDEO

Michelin-Starred Pastry Chef Nick Muncy and Caitlyn Chase

At *L'Ermitage* Restaurant of *L'Ermitage Beverly Hills*, Michelin-starred pastry chef Nick Muncy introduces Whipped Coconut, featuring coconut whipped into a marshmallow ring - resembling Karl Lagerfeld's tall white shirt collar - with coconut tapioca pudding at the center, seasoned with citrus zest and layered with blackberries and mint. Blackberry sorbet will finish the dish, topped with a dehydrated meringue disc spotlighting an airbrushed image of Karl's iconic sunglasses. Chef Muncy joined Caitlyn Chase of *@caitlynchase - Caviar*



Cuisine & Couture

Module 1: Social Media Content Results

Monday Morning Risottos

Objectives

- Identify the key components of a successful social media post.
- Understand the importance of timing and consistency in social media marketing.
- Learn how to create engaging content that resonates with your target audience.
- Explore the role of social media in building brand awareness and driving sales.

By the end of this module, you will be able to:

Tuesday Morning Breakfast

Objectives

- Identify the key components of a successful social media post.
- Understand the importance of timing and consistency in social media marketing.
- Learn how to create engaging content that resonates with your target audience.
- Explore the role of social media in building brand awareness and driving sales.

By the end of this module, you will be able to:

Cuisine & Couture – BHCVB Results

4-Hour Press Release Distribution Report

- [Redacted] [Redacted] [Redacted] [Redacted]
- [Redacted] [Redacted] [Redacted]
- [Redacted] [Redacted] [Redacted] [Redacted] [Redacted]

BHCVB Social Media Results

| Platform | Posts | Impressions | Reach | Engagements | Engagement Rate |
|--------------|----------|----------------|----------------|--------------|-----------------|
| Facebook | 2 | 125,918 | 99,536 | 1,249 | 0.99% |
| Instagram | 2 | 4,010 | 3,789 | 1,409 | 35.14% |
| Pinterest | 3 | 111,343 | - | 1,779 | 1.60% |
| Twitter | 2 | 746 | - | 50 | 6.70% |
| Total | 9 | 242,017 | 103,325 | 4,487 | 1.85% |

Travel Trade



Q4 – Travel Trade

Additioⁿal^ler^oioⁿ Travel Trade

Activities included

Marketing

- Middle East Summit in Doha, Qatar. Record number of exhibitors. Record number of attendees. Record number of exhibitors. Record number of attendees.

Future

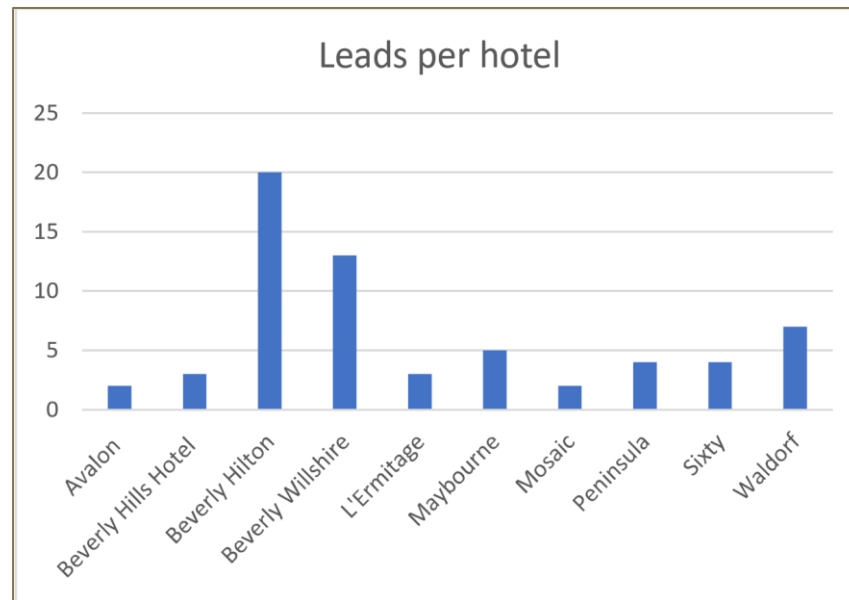
- Record number of exhibitors. Record number of attendees.



FY 22/23 Group Sales Q4

Group Sales Overview

| Q4 Destination Group Sales Activity |
|-------------------------------------|
| 36 inquiries |
| 18,150 lead room nights |
| \$7,868,625 in estimated value* |
| 2935 booked room nights |
| \$1,086,393 in estimated value |



PR Highlights



BHCVB x United Airlines AUS June FAM

Dear Mr. [Name],
Welcome to the BHCVB x United Airlines AUS June FAM. We are excited to have you here and to share with you the many opportunities and experiences that await you in Australia. This FAM is designed to provide you with a comprehensive overview of the Australian market, including a visit to the BHCVB office, a tour of the United Airlines fleet, and a chance to meet with our sales and marketing teams. We will also have a variety of activities and entertainment options for you throughout the trip. We look forward to a successful and enjoyable FAM for you and your team. Please let us know if you have any questions or need any assistance. We are here to help you every step of the way. Thank you for your interest in the Australian market and for choosing United Airlines for your travel needs. We are committed to providing you with the highest quality of service and to helping you achieve your business goals. We look forward to seeing you in Australia soon. Sincerely,
[Name]
[Title]



BHCVB x Luxury Lab Global

Total Results

TOTAL STORIES

TOTAL AD VALUE

TOTAL REACH

PRINT

DELIVERED

REACH

ONLINE

DELIVERED

REACH

SOCIAL MEDIA

DELIVERED

REACH

Fiscal Year 23/24 Fall Plans



Preliminary Results from Summer
Wave for Economic Impact Study



Key Points

- The overall market and Beverly Hills are still recovering from affects of COVID 19 on travel, especially international, with lower share this year 55% as compared to 80% in summer 2018.
- Also shift in origin, with more Europeans this summer and far fewer Middle Easterners.
- Trip purpose more on a vacation this summer far fewer came to shop than in 2018, another impact from COVID and to some extent higher travel costs this summer versus 2018.
- Fewer visiting Beverly Hills as their main destination and more traveling throughout California than in 2018.
- More visitors drove to the So. Cal region this summer and fewer took commercial air, likely reflecting the lower international/higher U.S. share.
- This summer 29% (versus 21% in 2018) stayed overnight in Beverly Hills, thus 71% (79%) were day visitors. Average overnight length of stay was the same, 3.3 nights for both periods.
- A higher share of total and overnight visitors stayed in Beverly Hills hotels this summer than 2018.
- Spending incidence was up but the amount (per day) was lower.
- Visitors were younger with lower household income (which could have impacted spending)

Origin, Visitation

Visitors – Origin/Residence

- This year tourism is still emerging from the effects of COVID-19, especially international visitation, also in recovery as evidenced by the following results for visitor origin, overall and by specific region.
- Of the total 2023 Summer visitor groups, 55% were from international countries with 45% from the United States, of which 5% were from California.
 - Of international visitors, 48% were from Europe, with 14% from Asia, 10% Canadian; just 4% Middle Eastern.
- This compares to Summer 2018 when 80% of total visitor groups were from international countries and 20% were from the United States, of which 4% were from California.
 - Of the International visitors, 29% were from Asia, with 26% from the Middle East and 15% from Europe.

Past or First-time Visitation

- Of all visitors, 80% (versus 70% in Summer 2018) were on their first trip to Beverly Hills while 20% (30%) had visited before (in the past three years).

New Social Media Marketing Agency:
BOLD LA



BOLD LA

BHCVB e...ered i...o ... reeme...i... e... so i...medi...m r...e i... e... BO D LA

BOLD LA INTRODUCTION

BRANDS WHO TRUST US



Since 2019, we have overseen [Rodeo Drive's Instagram, Facebook, TikTok, and Pinterest](#) accounts, catering to a global audience and partnering with high-end luxury merchants in Beverly Hills. Our monthly reporting enables us to measure success and continually enhance our content strategies. By collaborating with content creators, we effectively engage with the younger audience (Gen Z) on Instagram and TikTok, infusing a personalized touch into these channels.

Biggest wins: Since 2019, we have doubled our follower count on Instagram, and within a year after launching, we also doubled our follower count on TikTok. See all results [here](#) (minute 36:20)



Since 2020, BOLD LA has collaborated with the [Royal Hawaiian Center](#) to overhaul their website, providing a customized experience that deeply engages consumers with Hawaiian culture and the center's core principles. We have worked closely with the culture and PR departments to ensure that the website's narrative accurately represents the rich cultural heritage and distinctive offerings of this renowned destination, which has been captivating visitors since 1980.

Biggest wins: As part of our successful collaboration, we have recently introduced a magazine and editorial page on the Royal Hawaiian Center's



From 2018 to 2023, we worked with [Marshall US](#) on their global influencer marketing strategy & management, workflow, and analytics. In 2022, we expanded our role to manage Marshall's social media channels, crafting engaging content for [Instagram](#) and [Facebook](#) close collaboration with their team.

Biggest wins: These efforts achieved an impressive average x1.2 social return on investment (ROI).

BOLD LA INTRODUCTION

YOUR TEAM



YVONNE BUSCH
President & Partner BOLD LA

Yvonne joined the BOLD LA team in 2015, where she now holds the positions of President and Partner of the agency. With a commitment to excellence and a deep understanding of the industry, she will guide you toward achieving your communication goals.

Yvonne's extensive experience in the field of luxury began in 2004, where she honed her skills while working for renowned brands such as L'Oreal and Hermès. Throughout her tenure, she played a pivotal role in elevating corporate and product press relations, orchestrating marketing initiatives and events, and devising strategic and tactical communication plans. Her passion for brand marketing is unparalleled, and her dedication to transparency and honesty sets her apart.




JULIANE KRINGS
Vice President

Juliane joined the BOLD team as Vice President in 2019. With an impressive background at Leo Burnett, Ogilvy, and VaynerMedia, Juliane brings over 15 years of experience in orchestrating impactful brand launches, global 360° campaigns, and social media initiatives.

Her expertise extends particularly to the fashion, lifestyle and luxury industry, having collaborated with clients like Hugo Boss, Swarovski, and Audi. Juliane's deep understanding of this realm further enhances her ability to navigate and deliver exceptional results.

She has been leading BOLD LA's client Rodeo Drive since 2019 and has been in charge of all digital channels incl. the website, Instagram, Facebook, Pinterest and TikTok.



MORGAN O'CONNOR
Communications Assistant / Social media coordinator

Morgan has been part of the BOLD LA team since 2021. As a digital native with a deep passion for social media and influencer management, she has played a crucial role in overseeing Rodeo Drive's social media channels.

Morgan has been responsible for creating, publishing, and actively engaging with the followers of our previous client, Marshall Headphones. In addition, she has successfully developed and published compelling promotional stories and posts for multiple clients. Furthermore, Morgan has taken charge of ongoing reporting, ensuring that each client receives detailed and insightful updates on their social media performance.

BOLD



Cuisine & Couture



Cuisine & Couture

Video [Caviar & Cashmere](#) | [Caitlyn Chase](#) | [Chef Steve Benjamin](#)

Caitlyn Chase x Chef Steve Benjamin of Espelette of the Waldorf Astoria Beverly Hills

Join Caviar & Cashmere founder, Caitlyn Chase, as she meets Chef Steve Benjamin of Espelette at the Waldorf Astoria Beverly Hills. Caitlyn and Chef Steve are getting ready to ring in Fashion Week – held in New York City, Paris and Milan with this edition of Cuisine & Couture.

Chef Steve Benjamin

Executive Chef, Waldorf Astoria Beverly Hills

Chef Steve Benjamin serves as the Director of Culinary at Waldorf Astoria Beverly Hills. Joining the team in 2017 when the property first opened, Chef Benjamin oversees all culinary operations throughout the five-star hotel, including the day-to-day operations at Espelette Beverly Hills, The Rooftop by JG, and In-Room Dining.



Fall 2023 Campaign



Fall 2023 Campaign (Evergreen Creative)

High quality, professional, and visually appealing. Strong and effective messaging and design. Creative and innovative ideas. Strong and effective messaging and design. Creative and innovative ideas. Strong and effective messaging and design. Creative and innovative ideas.

Visual design and branding. Strong and effective messaging and design. Creative and innovative ideas.



Layout and design. Strong and effective messaging and design. Creative and innovative ideas.

- Strong and effective messaging and design. Creative and innovative ideas.
- Design and branding. Strong and effective messaging and design. Creative and innovative ideas.
- Strong and effective messaging and design. Creative and innovative ideas.
- Responsive design. Strong and effective messaging and design. Creative and innovative ideas.
- Effective and creative ideas. Strong and effective messaging and design. Creative and innovative ideas.

Proposed Digital Display Banners

Visit California / Expedia
Leveraged Media Co-op
Fall 2023



Visit California Fall 2023 Expedia Co-op

campaign banners will adhere to VC's creative theme, Road Trip Republic.



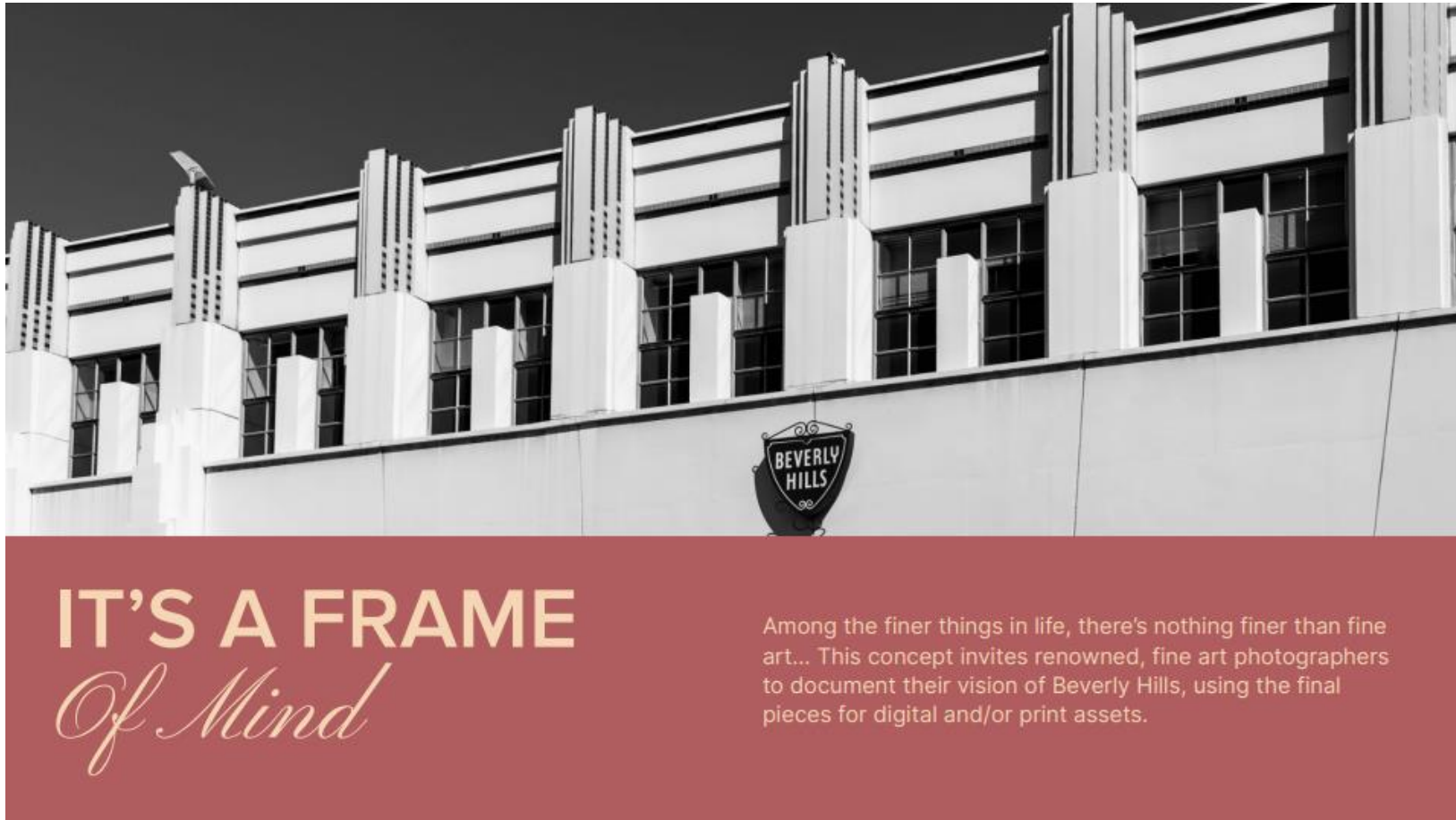
- **California** **ROAD TRIP REPUBLIC** **EXPEDIA** **HOTELS.COM**
- **California** **ROAD TRIP REPUBLIC** **EXPEDIA** **HOTELS.COM**
 - **California** **ROAD TRIP REPUBLIC** **EXPEDIA** **HOTELS.COM**
 - **California** **ROAD TRIP REPUBLIC** **EXPEDIA** **HOTELS.COM**
 - **California** **ROAD TRIP REPUBLIC** **EXPEDIA** **HOTELS.COM**
 - **To Medi loves me**



Through the Lens
Holiday 2023 & Spring 2024



Through the Lens Concept



IT'S A FRAME
Of Mind

Among the finer things in life, there's nothing finer than fine art... This concept invites renowned, fine art photographers to document their vision of Beverly Hills, using the final pieces for digital and/or print assets.

Through the Lens Concept

IT'S A FRAME OF MIND

SOCIAL MEDIA ADS



Through the Lens – Proposed Creators

CREATOR *J*

Through the Lens – Proposed Creators

Through the Lens is a series of portraits of artists and designers who are pushing the boundaries of their craft. The series is a collaboration between the creators and the subjects, resulting in a unique and compelling visual language. The portraits are presented in a grid format, with each image accompanied by a short bio and social media links. The overall aesthetic is clean and modern, with a focus on the individuality of each creator.



Maya Visnyei

IG: [@maya_visnyei](#) | [Portfolio](#)



Noe Dewitt

IG: [@noedewitt](#) | [Portfolio](#)



Through the Lens – Proposed Creators



Sophie Elgort

IG: [@sophieelgort](#) | [Portfolio](#)



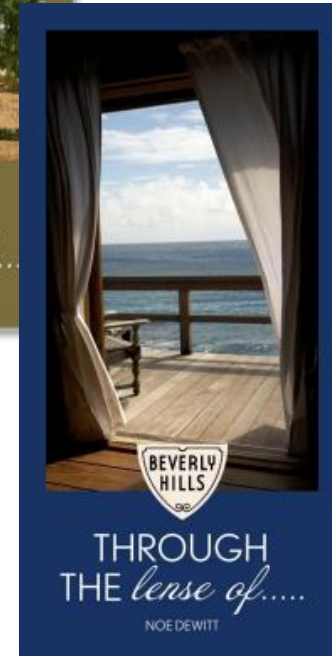
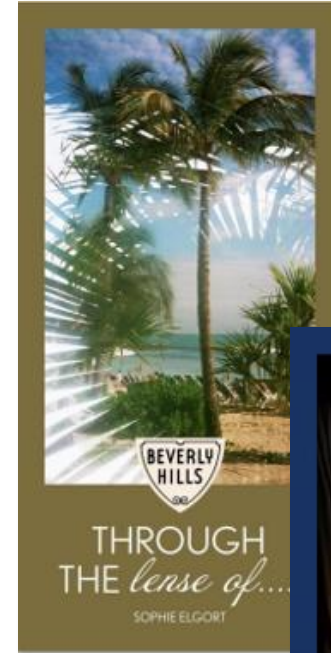
Lluís Tudela

IG: [@lluïdtudela](#) | [Portfolio](#)



Jorge Perez Ortiz

IG: [@jorgeperezortiz](#) | [Portfolio](#)



Holiday 2023
Rodeo Drive Holiday Lighting Celebration
& Destination Videos

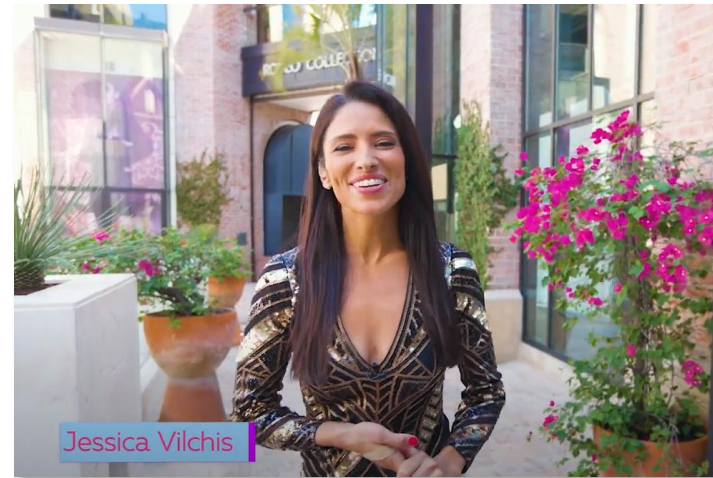


Holiday 2023 RDHLC & Destination Videos

Our RDHLC team is excited to announce the launch of our new Holiday 2023 Destination Videos. These videos are designed to showcase the beauty and excitement of our destinations, providing our members with a virtual tour of the resorts and the amenities they have to offer. The videos are available on our website and social media channels, and we encourage our members to watch them and share them with their friends and family.

Key TV Segments

- New Year's Eve Celebration
- Resort Dr. Holiday Lights
- Resort Holiday Dinner
- Resort Holiday Shopping
- Resort Holiday Entertainment



Holiday 2023 RDHLC & Destination Videos

NBC Sports Radio Los Angeles Movers

San Francisco Movers

- San Francisco
- San Francisco

Los Angeles Movers

- Los Angeles
- Los Angeles

San Diego

- San Diego RDHLC and Destination Videos
- San Diego RDHLC and Destination Videos
- San Diego RDHLC and Destination Videos



FY 23/24 Travel Trade Activities



2023 New York Sales Mission

This year's events will take place on Wednesday October 25, 2023.

- H... M... d ...
- M... N... d...
- M... S... M... (140, Mosaic and Sonder's Crescent & Beverly Terrace).



MICE

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Leisure Sales

additionally, the industry is expected to grow significantly over the next few years.

- Domestic

- The industry is expected to grow significantly over the next few years.
- The industry is expected to grow significantly over the next few years.
- The industry is expected to grow significantly over the next few years.
- The industry is expected to grow significantly over the next few years.



PR Highlights



BHCVB x Turkish Airlines Middle Eastern JULY FAM

İçeriklerimizde Hırvatistan'ın en güzel bölgelerinde ve en güzel manzaralarında Middle Eastern'in en güzel bölgelerinde ve en güzel manzaralarında Sırbistan'ın en güzel bölgelerinde ve en güzel manzaralarında Mısır'ın en güzel bölgelerinde ve en güzel manzaralarında Türkiye'nin en güzel bölgelerinde ve en güzel manzaralarında L. en güzel bölgelerinde ve en güzel manzaralarında D. en güzel bölgelerinde ve en güzel manzaralarında



Top Social Media Results

- Instagram
- Facebook
- LinkedIn
- Twitter

Visitor Center



Merchandise with art from Dan Funderburgh

Merchandise with art from Dan Funderburgh

- Designers
 - The artist's work is a blend of traditional and modern design. The artist's work is a blend of traditional and modern design. The artist's work is a blend of traditional and modern design. The artist's work is a blend of traditional and modern design.
- The artist's work is a blend of traditional and modern design. The artist's work is a blend of traditional and modern design. The artist's work is a blend of traditional and modern design. The artist's work is a blend of traditional and modern design.



FY 23/24
Budget Reallocation Summary



Budgeted Programs No Longer Needed

The following programs have expired or could be used to meet und met
priorities

- ILM and other programs that have expired or could be used to meet und met
priorities
- ILM and other programs that have expired or could be used to meet und met
priorities
- ILM and other programs that have expired or could be used to meet und met
priorities

Budget Reallocation New Programs

BHCVB and some unencumbered costs some unencumbered require reevaluation of funds

- HHS and the Department of Health and Human Services are currently reviewing the impact of the COVID-19 pandemic on the budget and the need for additional funding. This includes the need for additional funding for the Department of Health and Human Services and the need for additional funding for the Department of Health and Human Services.
- HHS and the Department of Health and Human Services are currently reviewing the impact of the COVID-19 pandemic on the budget and the need for additional funding. This includes the need for additional funding for the Department of Health and Human Services and the need for additional funding for the Department of Health and Human Services.
- HHS and the Department of Health and Human Services are currently reviewing the impact of the COVID-19 pandemic on the budget and the need for additional funding. This includes the need for additional funding for the Department of Health and Human Services and the need for additional funding for the Department of Health and Human Services.

Budget Reallocation New Programs (Continued)

BHCVB and some unencumbered costs some unencumbered require reevaluation of funds

- Health and Human Services (HHS) and the Department of Labor (DOL) are required to report on the progress of their respective programs. The Department of Health and Human Services (HHS) is required to report on the progress of its programs. The Department of Labor (DOL) is required to report on the progress of its programs.
- The Department of Health and Human Services (HHS) is required to report on the progress of its programs. The Department of Labor (DOL) is required to report on the progress of its programs.
- The Department of Health and Human Services (HHS) is required to report on the progress of its programs. The Department of Labor (DOL) is required to report on the progress of its programs.

Budget Reallocation Summary

| Program | Previously Allocated Funds Now Available | Reallocation of Funds Request |
|--|---|--------------------------------------|
| International Luxury Travel Market (ILTM) Cannes | \$33,000 | |
| US Travel International Pow Wow (IPW) Los Angeles | \$50,000 | |
| ILTM Asia Pacific | \$40,000 | |
| New Accounting Firm | | \$30,000 |
| Beverly Hills Destination Travel Agent Training | | \$33,000 |
| ILTM Latin America | | \$18,500 |
| Additional Media Funding - New Social Media Agency | | \$10,000 |
| Additional Virtuoso Activities | | \$11,000 |
| PROUD Experience Los Angeles | | \$10,000 |
| Additional Destination Marketing Activities | | \$10,500 |
| Total | \$123,000 | \$123,000 |

Carryover Request



FY 22/23 Carryover

The carryover amount is due to staff changes and programs not completed in 2022/23's budget. The Carryover amount is due to staff changes and programs not completed in 2022/23's budget.

The carryover amount is due to staff changes and programs not completed in 2022/23's budget.

| FY 2022/2023 Carryover Request for Use in FY 2023/2024 | Amount |
|---|------------------|
| Northern California Sales Mission | \$73,214 |
| Miami or Chicago Sales Mission | \$73,215 |
| Total Carryover Request for FY 2023/2024 Programming | \$146,429 |

Thank You



Appendix: FY 23/24 Budget Detail



Fiscal Year 23/24 Budget Preparation

| Description | 22/23 Budget | Discontinued Programs 22/23 | Cost of Discontinued Programs 22/23 | New Programs 23/24 | Cost of New Programs 2023/24 | Increased costs* | 2023/24 Proposed Budget |
|-----------------------|--------------|-----------------------------|-------------------------------------|---|------------------------------|------------------|-------------------------|
| Local/Holiday | | | | | | | |
| Events | | | | | | | |
| Domestic Marketing | | | | | | | |
| New York | \$130,000 | | | Luncheon for meeting planners; inflation | \$13,000 | \$4,500 | \$146,500 |
| Destination Marketing | \$1,250,000 | Film | \$400,000 | Influencer programs; additional advertising in Canada | \$100,000 | | \$950,000 |
| Domestic PR | \$119,150 | | | Additional dollars for FAMs; inflation | \$1,000 | \$11,350 | \$131,500 |
| MICE Marketing | \$128,250 | | | Added American Express, Northstar and Maritz partnership | \$45,561 | | \$173,811 |
| Partnership Marketing | \$50,000 | | | Michelin and other last minute VCA or partner opportunities | | | \$50,000 |

Fiscal Year 23/24 Budget Preparation

| Description | 22/23 Budget | Discontinued Programs 22/23 | Cost of Discontinued Programs 22/23 | New Programs 23/24 | Cost of New Programs 2023/24 | Increased costs* | 2023/24 Proposed Budget |
|--------------------------------|--------------|--|-------------------------------------|---|------------------------------|------------------|-------------------------|
| International Marketing | | | | | | | |
| Sales Missions | \$62,500 | Australia, savings from partnering with Virtuoso | \$42,500 | Additional dollars for FAMs and Canada; | \$11,000 | | \$31,000 |
| Trade Shows | \$93,670 | Removed Brand USA and ILTM Americas | \$33,670 | Added ILTM Asia and Cannes; IPW; booth refurbish | \$170,000 | | \$230,000 |
| PR FAMs | \$15,000 | | | FAMs from GCC and Australia | \$5,000 | | \$20,000 |
| Representation | \$205,000 | | | Mexico representation for 12 months (last year was only 6 months); | \$17,600 | | \$222,600 |
| Emerging Markets | \$30,000 | | | Sales initiatives in MX | \$20,000 | | \$50,000 |
| In-market Programs | | | | Virtuoso Partnership | \$50,000 | | \$50,000 |
| Global Summit | | | | Gathering of all Int'l agencies in BH to brainstorm and present latest trends to partners | \$40,000 | | \$40,000 |

Fiscal Year 23/24 Budget Preparation

| Description | 22/23 Budget | Discontinued Programs 22/23 | Cost of Discontinued Programs 22/23 | New Programs 23/24 | Cost of New Programs 2023/24 | Increased costs* | 2023/24 Proposed Budget |
|-------------------------|--------------|-----------------------------|-------------------------------------|---|------------------------------|------------------|-------------------------|
| Interactive | | | | | | | |
| Database/eMail | \$11,550 | | | eMail acquisition initiative; inflation | \$25,000 | \$250 | \$36,800 |
| SEM/SEO | \$121,000 | | | | | | \$121,000 |
| Content | \$136,250 | | | Inflation | | \$1,250 | \$137,500 |
| International | | | | | | | |
| Domestic Site | \$58,834 | | | Inflation; additional retargeting; foreign language revisions | \$8,000 | \$3,316 | \$70,150 |
| Collateral | | | | | | | |
| Visitor Guide | \$21,000 | | | | | | \$21,000 |
| Premiums | \$15,750 | | | Inflation | | \$250 | \$16,000 |
| Special Programs | \$50,000 | | | | | | \$50,000 |
| Metrics/Research | \$40,350 | | | Economic Impact study, price adjustment for STR, inflation | \$46,000 | \$1,450 | \$87,800 |

Fiscal Year 23/24 Budget Preparation

| Description | FY 22/23 Budget | Discontinued Programs 22/23 | Cost of Discontinued Programs 22/23 | New Programs 23/24 | Cost of New Programs 2023/24 | Increased costs* | 2023/24 Proposed Budget |
|--|-----------------|-----------------------------|-------------------------------------|---|------------------------------|------------------|-------------------------|
| Operations | | | | | | | |
| Salaries | \$1,045,019 | | | Includes new position and COLA/Merit increases | \$159,458 | | \$1,204,477 |
| PT Salary | | | | This was accidentally left off last year | \$38,520 | | \$38,520 |
| Employee Taxes | \$92,147 | | | Additional position | \$11,812 | | \$103,959 |
| Employee Benefits | \$211,848 | | | Additional position | \$22,592 | | \$234,440 |
| Rent | \$174,400 | | | Additional 23% increase for Jul-Oct, 3% increase Nov-June | | \$20,154 | \$194,554 |
| Property Taxes | \$12,884 | | | Increase due to new lease | \$1,004 | | \$13,888 |
| All other operations (insurance, utilities, professional services, etc.) | \$296,868 | | | Inflation; adjustments from 2022/23 actuals; new Board Circle seat on US Trave; new cyber insurance | \$27,100 | \$19,943 | \$343,914 |

Fiscal Year 23/24 Budget Preparation

| Description | | Discontinued Programs 22/23 | Cost of Discontinued Programs 22/23 | New Programs | Cost of New Programs 2023/24 | Increased costs* | 2023/24 Proposed Budget |
|--|--------------------|-----------------------------|-------------------------------------|---|------------------------------|------------------|-------------------------|
| Visitor Center | | | | | | | |
| Merchandise/Display | \$20,000 | | | Inflation and new project with Katie Kime | \$5,000 | | \$25,000 |
| Communications | \$10,000 | | | | | | \$10,000 |
| Collateral | \$10,000 | Per actual spend | \$5,000 | | | | \$5,000 |
| TOTAL Programming Budget | \$4,411,470 | | \$481,170 | | \$814,646 | \$64,463 | \$4,809,410 |
| Carryover to Offset Funding Request | (\$150,000) | | | | | | |
| TOTAL Funding Requested | \$4,261,470 | | | | | | \$4,809,410 |
| Total Carryover to use for Northern California and Florida Sales Missions in FY 23-24 | | | | | | | \$146,429 |

*Travel agent training is a new category under 6041 and ILTM Latin America will become a new category under 6042.