



**Beverly Hills City Council Liaison / Chamber of Commerce 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  
Municipal Gallery  
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)**

**Thursday, February 5, 2026  
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](http://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](mailto:mayorandcitycouncil@beverlyhills.org) and will also be taken during the meeting when the topic is being reviewed by the Beverly Hills City Council Liaison / Chamber of Commerce 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) Update on Fiscal Year 2025-2026 Quarter Two Programs and Initiatives for the Beverly Hills Chamber of Commerce
- 3) Adjournment



**Huma Ahmed  
City Clerk**

**Posted: February 3, 2026**

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT  
[WWW.BEVERLYHILLS.ORG](http://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 twenty-four (24) hours advance notice will help to ensure availability of services. City Hall, including Municipal Gallery is wheelchair accessible.

## **Item 2**



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**

**MEMORANDUM**

**TO:** City Council Liaison / Chamber of Commerce Committee

**FROM:** Magdalena Davis, Community Outreach Manager  
Chad Lynn, Deputy Director Special Projects, Public Safety

**DATE:** February 5, 2026

**SUBJECT:** Update on Fiscal Year 2025-2026 Quarter Two Programs and Initiatives for the Beverly Hills Chamber of Commerce

**ATTACHMENT:**

1. Beverly Hills Chamber of Commerce Q2 Presentation
2. Work Plan Tracker (General and Marketing by Chamber and Vendor PSM)

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**INTRODUCTION**

This item provides the City Council Chamber of Commerce Committee Liaisons Mayor Nazarian and Councilmember Wells (Liaisons) an update of the programs and initiatives of the Beverly Hills Chamber of Commerce (Chamber) during quarter two Fiscal Year 2025-2026. Additionally, the Chamber is requesting confirmation to repurpose specific programs for FY 25/26 to more effectively address anticipated community needs. A review of the progress on approved workplan programs per quarter is required per the agreement between the Chamber and City.

**DISCUSSION**

The Beverly Hills Chamber of Commerce is contracted by the City to provide a range of economic development programs which reflect City priorities, seek to retain existing businesses, and attract new businesses to Beverly Hills. The Chamber's focus is on economic development for the community, fostering business-to-business relationships, and to act as a liaison between the City and business community. An agreement detailing the workplan between the City and Chamber was approved for FY 25/26 on July 1, 2025, and states that the Chamber will provide quarterly updates on programs and initiatives.

The workplan for FY 25/26 also included the carryover workplan items for FY 24/25 which included one Small Business Task Force Meeting and one Property Owners Task Force Meeting. These carryovers would have been carried out in FY 25/26, in addition to the four required meetings for the current Fiscal Year, but the Chamber is requesting confirmation that they be allocated towards different public meetings to best serve the business community.

The Chamber will provide a more detailed update of their workplan items during the presentation of the meeting. Updates will include:

- New York Business Attraction and Retention Mission recap
- Miami Business Attraction and Retention Mission planning
- Marketing and outreach support for City and Partner events, functions, and initiatives, including the events related to the Mayor's initiatives such as Spotlight with Sharona

- Property Owner’s Task Force (1 of 5 – 1 Carryover from FY 24/25, and 1 meeting from this current year to be reallocated)
- Small Business Task Force (2 of 5 – 1 Carryover from FY 24/25, and 1 meeting from this current year to be reallocated)
- Mayoral Business Retention Meetings (7 of 12)
- New Businesses Newsletter (2 of 4)
- Broker’s Roundtable (1 of 2 retail, and 1 of 2 office)
- Metro Subway Stakeholder Meetings (5 of 12 – 2 meetings reallocated to stakeholder meetings on Wilshire/La Cienega station opening)
- Two Spotlight with Sharona events were completed during quarter two
  - Brighton Way
  - S. Santa Monica Blvd.
- Partner Marketing included holidays, such as the Rodeo Drive Holiday Lighting Kickoff, and the Menorah Lighting, and Social Media Chamber campaigns also highlighted new businesses, Evening with the Mayor, Ribbon Cuttings and Straight Talk
- Social Media Campaigns (*Giving* series) and Newsletter for NOW Beverly Hills shop local program with vendor PSM had the best engagement of any quarter (full recap in Attachment 1)
  - Included a Small Business Saturday reel and 9 holiday reels
  - 2 Spotlight with Sharona collaborative reels
  - Ribbon cutting and grand opening collabs

Additionally, the Chamber hosted 4 ribbon cuttings for businesses during quarter two with the special event permit fees waived, per the approved workplan. The Chamber also hosted neighborhood walks. A full tracker for the items can be found in Attachment 2.

Based on the completed tasks, the Chamber is generally on target for their workplan at the close of the second quarter, and looking ahead to the third. Scheduling challenges for task force work, along with delayed work related to Metro functions have created challenges to meeting workplan goals in this quarter and upcoming quarters for the following:

- Property Owner’s Task Force, including additional carryover meetings from 24/25
- Small Business Task Force, including additional carryover meetings from 24/25
- Metro Subway Stakeholder Meetings

In order to more evenly distribute work throughout the year, and to avoid clustering task force meetings in the latter quarters of the fiscal year, the Chamber confirmed a reallocation with the City Manager. Liaisons are asked to review the following granted reallocations associated with these workplan items:

- Education for the City’s Green Building Initiative in partnership with Public Works in March in lieu of a task force meeting
- Metro Outreach meetings for Wilshire/La Cienega Station Opening in lieu of monthly Metro meetings from November and December

## **FISCAL IMPACT**

There is no fiscal impact from reviewing this item as the funding was already accounted for in the FY 25/26 Chamber contract in the total not to exceed amount of \$553,245. Funding for the Chamber’s total contract of \$553,245 is funded through the Policy & Management Department’s Business Development budget in the amount of \$380,000, with the remaining \$173,245 funded

from the Tourism and Marketing budget for Chamber initiatives which are tourism and marketing focused. Metro related workplan expenses related to the Metro Purple Line Extension and are reimbursable by Metro, and staff will continue to work with the Chamber to ensure reimbursement for these expenses.

The Liaisons may want to consider a similar partner model should any workplan items not be completed that instead of carrying forward the items, the funding is returned to the City. As of now, the items are scheduled to be reallocated instead.

### **RECOMMENDATION**

Staff recommends the Liaison Committee review and provide recommendations for the Chamber of Commerce quarter two program and initiative updates for FY 25/26.

# **Attachment 1**



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— of —  
COMMERCE

FY 2025-26 Q2 Update  
to Beverly Hills Chamber of Commerce  
**Council Liaison Meeting**

February 5th, 2026

Todd Johnson, President & CEO  
Blair Schlecter, Sr. VP of Economic Development & Government Affairs  
Julian Pineda, Marketing Director

# New York Business Attraction and Retention Mission - Results

Fall trip occurred with 27 meetings with potential new and existing businesses.

Update on results to date:

- Luxury retailer has signed lease on Rodeo Drive
- Another luxury retailer is in final lease negotiations
- 2 other restaurant concepts have already come out for a visit
- Enhanced relationship with existing companies
- Chamber is in continuing discussions with the remainder



# Miami Business Attraction & Retention Mission

Outreach, preparation and  
travel:

- 3 days of meetings with primary focus on business attraction (Scheduled for 2/16-2/20/26)
- Final preparations underway



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# Economic Development and Business Support

- Property Owner's Task Force (1 of 5) (2nd being scheduled) (2 meetings to be reallocated)
- Small Business Task Force (2 of 5) (2 meetings to be reallocated)
- Mayoral Business Retention Meetings (7 of 12)
- LA Metro Subway Stakeholder Meetings (5 of 12)
  - Nov. and Dec. reallocated to stakeholder meetings on Wilshire/La Cienega station
- New Businesses Newsletter (2 of 4)
- Broker's Roundtable (1 of 2 retail, 1 of 2 office)



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# Supporting City and City-Business Initiatives:

- Spotlight with Sharona
  - Brighton Way
  - South Santa Monica Blvd.
  - 2 Rodeo & Rodeo Drive (Q3)
- Partner Marketing
  - Fire & Response
  - Rodeo Drive/Menorah Lighting
  - BH Art Show



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# Q2 Email Marketing Campaigns

## Total Email Campaigns: 25

Chamber Eblasts: **4 & 37% avg open rate**

Chamber Newsletter Ads: **13 & 35% avg open rate**

NOW BH Newsletters: **3 & 37% avg open rate**

## Content Examples

Business Spotlights & City Events

- New Businesses, Spotlight w/Sharona, Evening with The Mayor, Ribbon Cuttings etc, NY Trip;

City Initiatives & Community Updates

- Rodeo Drive & Menorah Lighting, BH Art Show, Straight Talk



# Q2 Field Marketing Campaigns

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## **Total Q2 Ribbon Cuttings: 4**

BH Fashion Week, New Lounge, Dr. Hassanzadeh, Pop's Bagels etc

## **Other Field Marketing & Event Initiatives**

Spotlight with Sharona

- South Santa Monica Blvd
- Brighton Way

Neighborhood Walks

- Spotlight Outreach

Additional Support

- Small Business Development Council



# Q2 Social Media Marketing Campaigns

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## Q2 Beverly Hills Instagram Posts: 7

Instagram Posts: 7

Instagram Stories: 34

## Other Social Platforms

LinkedIn, Facebook, X

## Content Examples

Business Spotlights & Ribbon Cuttings

Mayor initiatives

### **City Events & Community Celebrations:**

BH Art Show, Veterans Day, Enchanted Holiday

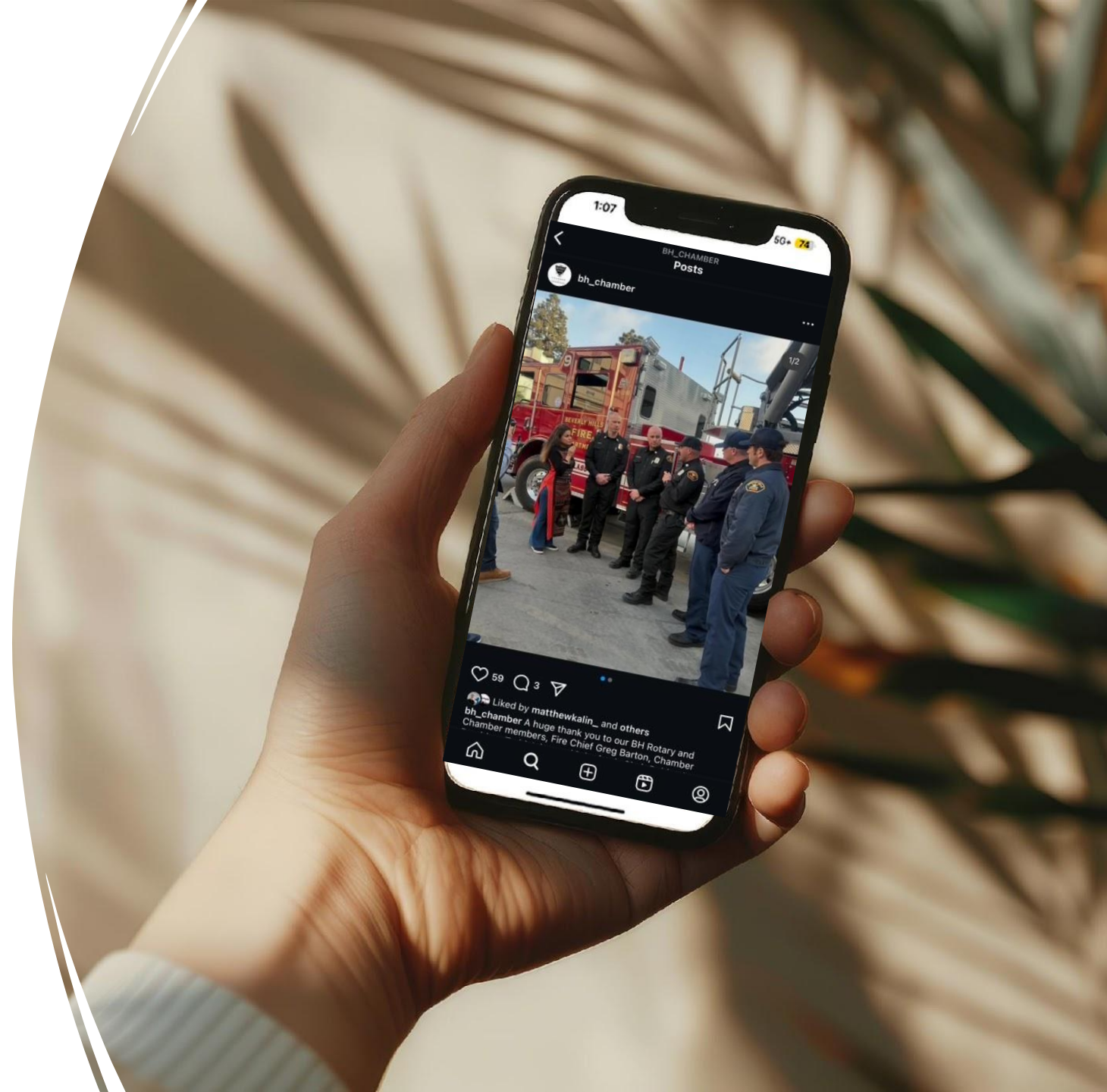
Dreams etc;

### **City Updates & Initiatives:**

Celebrate together, Just In Case BH, Operation Gift

Drop, Nutcracker Suite, Happy Hour Santa Paws, Fire

Support of Businesses affected during holidays etc;





# Beverly Hills

NOW Beverly Hills Organic Social Report  
FY 2025 - 26 Q2 Update

**PSM**

COMMUNICATION ARTS

# Q2 Performance Snapshot

OCT. 1 - DEC. 31ST

- Followers:
  - **503** New IG Followers, **2,579** Total
    - **303** gained previously (+66%)
- Engagement:
  - **18,101** Total Content Interactions (4,600 Previously)
  - **256** Total Posts & Stories (238 previously)
  - **2,127** Profile Visits (+75%)
- Reach & Impressions:
  - **33,300** Accounts Reached (+113%)
  - **249,004** Views (+310%)
- Campaign:
  - Giving Series: **5 Total Videos**
    - &Sons, Janelle Varada Hair, Castanea, Skintervention, Beverly Wilshire Aesthetics

Top Performing Reels:  
*La La Land Soft Opening & Tea at The Maybourne*



96,514 Views, 2.5K Likes,  
60 Comments, 971 Saves,  
3.5K Shares, 20 Reposts



33,810 Views, 1.2K Likes,  
21 Comments, 448 Saves,  
1.3K Shares, 13 Reposts

Top Performing  
Static Post:



Collab with Geary's:  
106 Likes 1 Comment,  
5 Shares

# Cross Promotion & Collaboration

- 9 Holiday Reels Featuring:
  - *The Maybourne, And.Sons, Skintervention, Castanea, Beverly Wilshire Aesthetics, The Pie Room, The Nosh, Janelle Varada Hair, Faregrounds*
- Dr. Hassanzadeh Opening Collaborative Reel
- Small Business Saturday Collaborative Reel with The City



- 2 Spotlight with Sharona Collaborative Reels
- Ribbon Cutting Collaborative Reel with the City & Sweet Lady Jane
- Collaborative Post supporting Portia Via, Best Gift Store Ever, Dan Deutsch, and Umberto during the fire
- Collaborative Reel with HiBake, Gearys, Dr. Hassanzadeh Opening

# A Look Ahead

## HIDDEN IN THE HILLS CAMPAIGN

- Launch Date: Early February
- Featuring Hidden Gems on:
  - South Robertson
  - North Robertson
  - La Cienega Blvd
  - North Beverly Dr
  - South Beverly Dr
  - Olympic Blvd
- Q3-Q4 Campaign
  - FIFA World Cup Series



# Thank You!



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# **Attachment 2**

	Date Completed	Notes
<b>Small Business Task Force</b>		
(Complete Meeting from Prior Fiscal Year)		20-Aug
Meeting 1		20-Nov
Meeting 2		
Meeting 3		Reallocated
Meeting 4		Reallocated
<b>Property Owners Task Force</b>		
(Complete Meeting from Prior Fiscal Year)		17-Oct
Meeting 1		
Meeting 2		
Meeting 3	Reallocated	
Meeting 4	Reallocated	
<b>Brokers Roundtable: Retail</b>		
Meeting 1		9-Oct
Meeting 2	TBD	
<b>Brokers Roundtable: Office</b>		
Meeting 1		6-Nov
Meeting 2		TBD
<b>Mayoral Business Retention Meetings</b>		
Meeting 1:		29-Jul
Meeting 2:		29-Jul
Meeting 3:		29-Jul
Meeting 4:		4-Nov
Meeting 5:		4-Nov
Meeting 6:		4-Nov
Meeting 7:		December 17 Novikov
Meeting 8:		
Meeting 9:		
Meeting 10:		
Meeting 11:		
Meeting 12:		
<b>LA Metro Stakeholder Meeting</b>		
Meeting 1		10-Jul
Meeting 2		14-Aug
Meeting 3		11-Sep
Meeting 4		9-Oct
Meeting 5	November meeting reallocated	
Meeting 6	December meeting reallocated	
Meeting 7		8-Jan
Meeting 8		
Meeting 9		
Meeting 10		
Meeting 11		
Meeting 12		
<b>Walk The Neighborhood Reports (6/24)</b>		Staff Report
Report 1:	8/6/25 - survey of 200 and 300 block of South Beverly to see how businesses were doing and prep for Spotlight with Sharon. (2.5 hours) (TJ)	
Report 2:	8/7/25 - walk of Brighton Way between Rodeo and Camden speaking with businesses about Spotlight with Sharona for potentially October. (1.5 hours) (TJ)	

8/7/25 - Christian Lipton visited multiple different businesses on both sides of the 200 S. Beverly Block during the early afternoon, meeting with managers and owners about the upcoming Spotlight w/ Sharona event taking place on September 10th. Starting with Pompadour, Christian went down the right side of the block talking to businesses such as Epiphany Boutique, BabyList, Urth Caffe, Chubby Curry, Beverly Hills Cookies and more. Through those nook of businesses, he found a few that were interested in becoming a part of the event. Turning the corner to the other street, Christian stopped and chatted with the managers from Le Reve Beauty Lounge, Beverly Hills Bagels, Parakeet Cafe, Castena Sicilian Cafe, and others. In total, we were able to secure 4-5 businesses to join us for the next Spotlight (1 hr).

Report 3:

8/14/25 - walk of N. La Cienega Blvd. including Lawry's, Fogo De Choe, and Matsuhisa to see how business is going and what their thoughts of the subway were. (1.5 hrs (TJ)

Report 4:

8/15/25 - Outreach for Small Business Task Force Meeting Attendance on N. Beverly Drive, N. Canon Drive) (1 hour) (BLS)

Report 5:

8/15/25 - Continued Outreach for Small Business Task Force Meeting Attendance on Brighton Way and Camden Drive (1 hour) (BLS)

Report 6:

Report 7:

Report 8:

Report 9:

Report 10:

Report 11:

Report 12:

Report 13:

Report 14:

Report 15:

Report 16:

Report 17:

Report 18:

Report 19:

Report 20:

Report 21:

Report 22:

Report 23:

Report 24:

**NowBH**

Total Social Media Posts, including Instagram and FB(200 req.)

Total Newsletters (12 req.)

Business Profiles(24 req.)

Marketing Campaigns (4 req.)

See Marketing Tracker

**Chamber Marketing (Up to 100 SM Posts, 40 newsletters, and 12 newsletter items/e-blasts)**

Total posted by BHCC FY 25-26

TOTAL POSTS ON BEHALF OF CITY BY BHCC FY 25-26

Newsletters

See Marketing Tracker

<b>New Businesses Newsletter (1/4)</b>	Q1 newsletter complete
<b>Economic Sustainability Plan Support</b>	TBD
<b>New York Business Attraction and Retention Trip</b>	Completed
<b>Miami Business Attraction Trip</b>	February 2026



