



CONFERENCE &
VISITORS BUREAU
Love Beverly Hills

ANNUAL REPORT FISCAL YEAR 2021-2022



MISSION STATEMENT



The Beverly Hills Conference & Visitors Bureau (BHCVB) is the city's destination marketing organization dedicated to enhancing the economic and social vitality of Beverly Hills by creating demand for the destination.

BHCVB Internal Team Values

- Fresh Perspectives
- Strategic Vision with Flawless Execution
- Community
- Professional Growth and Development

BHCVB External Core Values & Reputation

- Leader
- Forward-Thinker
- Connector
- Accountable

VISION FOR THE CITY OF BEVERLY HILLS

We envision a destination where everyone, no matter their age, culture, race or orientation, can create their best experiences and feel a sense of belonging.

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EXECUTIVE SUMMARY



The 2021-2022 fiscal year began with great hope that the COVID-19 pandemic would subside and that our destination and organization would begin a return to “normal.” We were cautiously optimistic with our planned program of work and budget request, focusing solely on initiatives that would showcase the hotels and help contribute to their recovery. Unfortunately, we saw a surge in the winter with the Omicron variant which paused progress during December, January and February, but even through all of that, consumer interest in BHCVB programs remained strong.

Additionally, we saw a surge in media coverage with negative impact relating to several crime sprees, that also affected the influx of travelers. However, we still launched many successful campaigns that promoted the city and its hotels, restaurants and retailers. Communication strategies included a balance of awareness building, partnerships and audience engagement in effort to deliver and meet key performance indicators identified in the organization’s strategic plan. Tactics supported the following strategic imperatives as identified when the plan was written:

- Grow Demand for the Destination
- Leverage Strategic Partnerships
- Protect and Continue to Grow a Strong Brand
- Ensure a Vital CVB

Because international travel was slow to recover, we concentrated most of our efforts on domestic markets, including the California drive market. While Beverly Hills did not lead the competition in occupancy rates, our rate strategy contributed to having one of the highest revenue per available room (REVPAR) rates among our competition.

BHCVB ran hotel specific campaigns that appeared across both owned and paid channels to help boost visitation. Our Far From Ordinary advertising campaign and Content Collective performed well above benchmarks in all digital channels and had impressive returns under the circumstances presented by the lingering effects of the pandemic. Additionally, we developed a “feel good” campaign, which consisted of a press release distributed on the wire announcing all the development in the city and new domestic commercial to help combat negative press from crime related coverage in the media.

Leveraging partnership opportunities also contributed to our success. Whether it be BHCVB’s Visit California Expedia fall and spring co-ops where we secured incremental dollars, or partnerships with targeted influencers across social media channels which were aimed at consumers and press, we experienced significant traction across a myriad of platforms.

Finally, we rehired our international agencies in Australia, Middle East and the UK to begin conversations about Beverly Hills in our traditional feeder markets. We saw media coverage in Australia and even partnered with United Airlines on hosting a familiarization trip of four journalists in Beverly Hills in the spring.

Of the utmost importance is the acknowledgement of all the hard work the BHCVB team, its Board and our city partners contributed, which was instrumental in the organization’s achievements this past last year. Despite a smaller team, BHCVB continued to be flexible, creative, innovative and as prolific as prior to the pandemic, and we are excited to share the highlights of fiscal year 2021-2022 and to continue to welcome back visitors to Beverly Hills.



STRATEGIC IMPERATIVES

Grow Demand for the Destination

Leverage Strategic Partnerships

Protect and Continue to Grow a Strong Brand

Ensure a Vital CVB



GROW DEMAND FOR THE DESTINATION



As a premier destination, Beverly Hills has historically had a very strong market share of luxury travelers. It is imperative that BHCVB not only protect this market share, but also grow demand for the destination to increase revenues for the city and its businesses, as well as generate a vibrant atmosphere, which inspires

people to visit. At a macro level, this is accomplished by travel trade missions, trade show attendance, and familiarization trips, as well as city wide hotel marketing campaigns. At a micro level, this includes efforts to build one-to-one relationships with guests, visitors and travel trade.

TRAVEL TRADE

The travel trade team spearheads BHCVB's global efforts to influence and build relationships with travel planners. These activities include sales missions in key feeder markets, tradeshow for luxury and meeting travel trade and familiarization trips for agents coming to Beverly Hills. During the past year, we began meeting with travel trade in person and increased our group sales efforts with the addition of a new Director of Group Sales. We attended meeting planner roadshows with Visit California, participated in major group and leisure travel tradeshow and even conducted our first New

York Sales mission in two years at the Rainbow Room in October, which included members of City Council and the City Manager.

This past year, BHCVB's travel trade team made 673 new contacts, sent out over 30,000 newsletters to contacts, with an average 17% open rate, served on the Board of Directors for CalTravel and SITE Midwest and met with meeting planners from insurance, pharma, financial and technology companies.



Leisure Shows

ILTM North America

Riviera Maya, Mexico, September 20 – 23, 2021

VCA Luxury Virtual Forum

San Francisco, CA, March 7 – 9, 2022

Meeting and Incentive Shows

GTM (Global Travel Marketplace)

Phoenix AZ, July 8 – 11, 2021

IMEX Americas

Las Vegas, NV, November 9-12, 2021

CALSAE Seasonal Spectacular

San Francisco, CA, December 14, 2021

FICP Winter Symposium

New York, NY, January 23 – 26, 2022

Prestige Annual Partners Conference

Pasadena, CA, April 18 – 22, 2022

IRF (Incentive Research Foundation)

Punta Cana, DR, May 31 – June 4, 2022

FICP Annual Education Conference

Pasadena, CA, June 22 – 24, 2022

Sales Initiatives and Roadshows

New York Sales Mission

October 21, 2021

BHCVB hosted an exclusive event at the Rainbow Room with 77 of New York's top luxury travel agents and meeting planners. BHCVB was joined by hotel GM's and sales personnel with members of City Council and the City Manager also in attendance.

Visit California Chicago and Minneapolis Roadshow

December 5 – 7, 2021

DMOs from over 25 destinations gathered at two evening networking events designed to drive meeting and incentive business in California as part of Visit California's new meeting strategy. BHCVB met 14 new contacts.



New York Sales Mission

Sales Initiatives and Roadshows

Visit California Canada Sales and Media Day

Toronto, Canada, April 4, 2022

BHCVB first international in person event was sponsored by Visit California and featured appointments with media and leisure travel agents. BHCVB conducted 10 one-on-one appointments.

Visit California Mexico Sales and Media Day

Mexico City, Mexico, April 27, 2022

BHCVB conducted 10 one-on-one appointments.

Visit California East Coast Roadshow

New York City, Philadelphia and Washington, D.C.,
May 10 – 13, 2022

Visit California conducted a three-city roadshow designed to build meeting and incentive business into California. BHCVB met with 30 planners in each city.

GPS Destinations Texas Roadshows

Dallas, Austin and Houston, TX, May 24 – 26, 2022

Austin was the best attended event where BHCVB met with Tesla, Apple, IBM and more.

2021/2022 Group Sales Summary

| | |
|---------------------------------|--------------|
| Total number of leads | 90 |
| Total lead room nights | 23,312 |
| Potential value | \$91,793,003 |
| Total definite room nights | 1,080 |
| Total value booked room revenue | \$457,470 |



Training Modules

CALSTAR Beverly Hills Destination Training

Toronto, Canada, April 4, 2022

BHCVB partnered with Visit California and California Star to create an agent destination training module on Beverly Hills. Over 140 travel advisors completed the agent training.

Digital Marketing & Trade Collateral

Updated digital marketing and trade collateral was released in May 2022:

- [Visitors Guide](#)
- [Inside Beverly Hills](#)
- [Venue Guide](#)

DESTINATION MARKETING

Bespoke Hotel Marketing Campaign

FAR FROM ORDINARY

On August 2, 2021, BHCVB launched a new umbrella destination marketing campaign for the fiscal year, FAR FROM ORDINARY. Creative featured diverse models that represent Beverly Hills global visitors, vivid colors, collage designs and retro versions of the city's shield logo. Creative and taglines were refreshed for each campaign phase and retained a consistent design aesthetic.

Campaign phases and creative iterations

- Summer: FAR FROM ORDINARY (August 2 - September 21, 2021)
- Fall: COOLER THAN FALL (September 22 - November 15, 2021)
- Holiday: SANTA SHOPS HERE (November 16 - December 31, 2021)
- Spring: FAR FROM ORDINARY (April 11 - June 30, 2022)



A new microsite was created for each iteration which prominently showcased Beverly Hills hotel packages and seasonal content. The FAR FROM ORDINARY campaign engaged luxury leisure travelers with digital marketing activations, driving them to consider visiting and staying in Beverly Hills on their next Los Angeles area trip. A variety of tactics were utilized with MNI Targeted Media, Sojern and Sparkloft to reach and influence travelers. Other seasonal assets and tactics were utilized for further reach during the nearly 8-month campaign period.



MNI Targeted Media & Sojern Results

- Impressions: 63,602,616
- Clicks: 112,235
- Click Thru Rate (CTR): 0.18%
(vs. blended 0.15% CTR benchmark)
- Engagements: 39,393

Sojern Post-Impression Travel Summary

- Flight searches to LA area airports: 232,760
- Beverly Hills hotel searches: 2,374
- Beverly Hills vacation searches: 414
- Visit California Sojern co-op contribution: \$39,322

SANTA SHOPS HERE

Santa Claus may have his home and workshop in the North Pole, but when he needs a warm getaway with Mrs. Claus, Kris Kringle heads to Beverly Hills, the ultimate destination to celebrate a bright and joyful holiday season. Pamper your family and friends with luxury at some of the best hotels in the world, discover amazing food and wine, indulge in exceptional local shopping and experience festive décor throughout the city, including *Holiday Helpers* on Rodeo Drive.

BEVERLY HILLS

LoveBeverlyHills.com VisitBeverlyHills LoveBevHills

BRIGHT LIGHTS SHINE HERE

Beverly Hills is the ultimate destination to celebrate a bright and joyful Hanukkah. Pamper your family and friends in luxury at some of the best hotels in the world, savor amazing food and wine, indulge in exceptional local shopping and experience festive lighting and décor throughout the city, including *Holiday Helpers* on Rodeo Drive.

BEVERLY HILLS

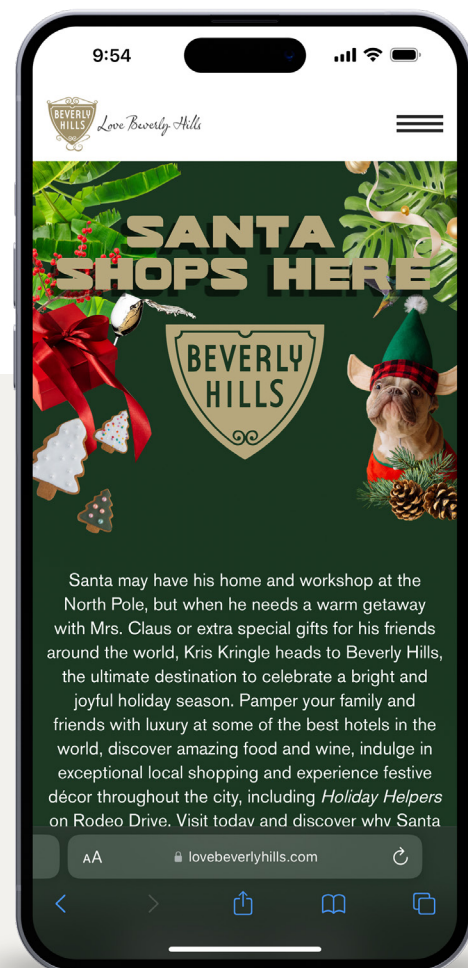
LoveBeverlyHills.com VisitBeverlyHills LoveBevHills

Santa Shops Here Full Page / 4-Color Print Ads

Holiday (Santa Shops Here) and Hanukkah (Bright Lights Shine Here) print ads were created and published in local newspapers during the holiday season.

Campaign Microsite Page Views:

- Summer - FAR FROM ORDINARY
microsite views: 10,809
- Fall - COLLER THAN FALL
microsite views: 18,965
- Holiday - SANTA SHOPS HERE
microsite views: 20,831
- Spring - FAR FROM ORDINARY
microsite views: 53,305
- Total Campaign microsite views: 103,910





NBC Southern California Holiday 2021 Videos Broadcast Campaign

With partners Madden Media and NBC, BHCVB created and produced two 0:30 videos with host, Lawrence Zarian, promoting the [Rodeo Drive Holiday Lighting Celebration](#) and [Beverly Hills as Your Holiday Destination](#). The 6-week flight (November 10 - December 23, 2021) was deployed in Southern California via NBC broadcast, digital and connected TV.

- Impressions: 2,186,000
- Broadcast spots: 114

Videos were also promoted via social media with Sparkloft.

Social Media Amplification

Rodeo Drive Holiday Lighting Celebration

Promoted November 12 - 18, 2021 on Facebook and Instagram

- Impressions: 44,714
- Video Plays: 43,414
- Video View Rate: 97% - smaller audience, highly geo-targeted (LA area residents) and higher level of "investment" to attend a local holiday kickoff event; focus was on engagement

Beverly Hills Destination Holiday Getaway

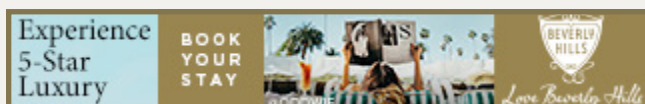
Promoted November 19 - December 31, 2021 on Facebook, Instagram and Twitter

- Impressions: 1,178,829
- Video Plays: 214,089
- Video View Rate: 18% - broader audience targeting in key US markets over a longer duration to consider Beverly Hills for the holidays or a future vacation; focus on destination awareness

Remarketing & Hotels Referral Campaign

Collaborating with Madden Media, BHCVB launched an evergreen, “always on,” remarketing campaign targeting LoveBeverlyHills.com website visitors with ads via Google and Facebook to encourage hotel bookings in Beverly Hills. Ads were created with user generated content (UGC) sourced from rights-approved images garnered through our CrowdRiff platform.

- Impressions: 16,789,300
- Clicks to [LoveBeverlyHills.com/hotels](https://www.LoveBeverlyHills.com/hotels) page: 125,922
- CTR: 0.75% (vs. benchmark of 0.10%)
- Total Unique Clicks to Specific Hotels: 30,834
- Estimated Hotel Bookings: 617
- Estimated Booking Revenue: \$890,457
- Estimated ROI: \$22: \$1
- BHCVB Hotel Page Views: 204,668
(vs. 77,289 or an increase of 165% YOY)





[“Feel Good” Spring 2022 Broadcast & Connected TV Commercial](#)

BHCVB created a 0:30 commercial spot to counter negative press as Beverly Hills emerged from the impact of COVID-19. Media ran for an 8-week period (April 19 – June 8, 2022) on KTLA Los Angeles, NBC San Diego, NBC San Francisco and NBC New York, as well as added-value features. BHCVB also acquired usage rights to the song, “Can’t Take My Eyes Off You.” Finally, the commercial was amplified on Meta (Facebook & Instagram) and featured in our Far From Ordinary Spring 2022 media buy through June 30, 2022.

- Total Broadcast Buy Spots: 477
- Total Media Impressions: 15,934,348
- Total Social Media Video Plays: 158,679
- Digital Media Buy Video Completion Rate: 90.7%
- Social Media Buy Video Completion Rate: 96.3%
- BHCVB [Article](#) Page Views: 385



LEVERAGE STRATEGIC PARTNERSHIPS



BHCVB leverages strategic partnerships to extend audience reach, influence and marketing dollars, as well as to access established and new travel markets and consumers. We continue to partner with city entities

to promote activities within the city, provide thought leadership on committees and to support each other's success.

DESTINATION MARKETING ORGANIZATION PARTNERSHIPS

Visit California Fall 2021 Campaign

BHCVB partnered with Visit California and Expedia for a leveraged media co-op campaign from September 13-December 31, 2021. BHCVB's investment of \$50,000 was augmented with a \$25,000 cash match from Visit California, plus \$75,000 Expedia value-add for a total media investment of \$150,000.

- Total Advertising Impressions: 3,355,647
- Clicks: 2,235
- Click Thru Rate: 0.07%
(Expedia benchmark range is 0.03-0.05%)
- Room Nights: 1,050
- Booking Revenue: \$518,292

Super Bowl LVI (February 13) Campaign

BHCVB promoted Beverly Hills to visitors in-market for Super Bowl LVI, February 1 – 13, 2022, to dine, shop and play during the lead up to the game via digital display advertising and limited digital out-of-home (DOOH) with MNI.

- Total Advertising Impressions: 9,512,582
- Clicks: 22,272
- Click Thru Rate: 0.23% (exceeding blended benchmark of 0.15% by 53%)
- Beverly Hills achieved its highest average daily rate (ADR) of \$1,500 during the period.

Visit California Spring 2022 Campaign

In spring of 2022, BHCVB again took advantage of a co-op partnership opportunity with Visit California and Expedia from April 1 – June 19, 2022. BHCVB's investment of \$50,000 was enhanced with \$100,000 cash and value-add from our partners, resulting in a \$150,000 total media investment.

- Total Advertising Impressions: 3,451,146
- Clicks: 3,956
- Click Thru Rate: 0.11%
(Expedia benchmark range is .03 - .05%)
- Room Nights: 785
- Gross Booking Revenue: \$481,091

Frieze International Art Fair (February 17-20, 2022) Campaign

BHCVB promoted Beverly Hills to visitors in-market to attend the Frieze International Art Fair, February 7 – 20, 2022, to dine, shop and play during the lead up to and during Frieze via KPCC radio ads, custom content on LAist.com and dedicated emails.

Southern California Public Radio (SCPR) was chosen as the digital platform to promote Frieze to a local audience in the greater Los Angeles area due to high median household income demographics and listener interests in the arts.

- Total 0:30 Radio Spots: 20
- Total Radio Spot Impressions: 316,600
- Sponsored LAist.com Content Page Views: 30,538
- Sponsored Delivered Digital Newsletters: 168,590
- Total Animated LAist.com Banner Impressions: 220,018
- Click Through Rate: 0.07%
(benchmark for site is 0.06%)

As a result of BHCVB's KTLA PR pitch, Beverly Hills was prominently featured with a nearly [6-minute feature](#) on February 18, 2022 in their Things to Do segment over Frieze weekend.

- BHCVB Social Media Impressions: 256,409
- BHCVB Social Media Engagements: 3,931
- BHCVB Delivered eNewsletters: 38,963
- BHCVB Event Page Views: 1,164



SOCIAL MEDIA INFLUENCER PARTNERSHIPS

Far From Ordinary Content Collective

Instagram and Pinterest Campaign

To position Beverly Hills as a 'Far From Ordinary' luxury destination, we worked with Stripe Communications to launch an influencer content collective to promote our 4 key pillars with creators focusing on:

- Shopping & Design: Will Taylor, aka Bright Bazaar (Q2)
- Art & Culture: Kimberly Drew, aka Museum Mammy (Q3)
- Culinary: Rachel Chen, aka Vintage Dolls (Q4)
- Wellness: Cheralee Lyle (Q4)

In addition to content posted in influencers' own social media channels, BHCVB also promoted their content in our channels via Sparkloft (BHCVB's Social Media Agency).



Will Taylor, aka Bright Bazaar

- Total influencer posts: 106
- Total influencer reach: 1,915,143
- Total influencer impressions: 45,200,000
- Total influencer engagements: 60,005
- Total estimated media value (EMV): \$1,640,300
- BHCVB social media video plays: 1,030,482
- BHCVB social media impressions: 2,349,208



Kimberly Drew, aka Museum Mammy



Rachel Chen, aka Vintage Dolls



Cheralee Lyle



Jeremy Austin & Angie Villa



Peng Peng Lee

TikTok Campaign

In addition to the content developed with Stripe Communications, BHCVB collaborated with our creative marketing agency, RO New York, to identify five influencers to visit the destination to experience varied curated itineraries. Participating influencers were selected because of their presence on TikTok where BHCVB is not currently represented as a brand; combined, the total follower base for the 5 influencers is nearly 21 million.

- Luxury Bucket List Stay: Jeremy Austin & Angie Villa (Q2)
- Weekend Boutique Hotel Stay: Valerie Joy Wilson (Q2)
- Father's Day Rodeo Drive Concours d'Elegance: Daniel Mac (Q2)
- Overnight Birthday Celebration with Friends: Peng Peng Lee (Q2)

For TikTok alone, the campaign:

- Reached 9,613,467 TikTok users
- Garnered 2,128,877 video plays
- Garnered 283,282 engagements, including 273,203 likes

Total campaign results:

- Total influencer posts: 20
- Total influencer reach: 10,720,860
- Total video plays: 3,243,453
- Total influencer engagements: 344,633
- BHCVB social media video plays: 389,936
- BHCVB social media impressions: 1,188,508



Valerie Joy Wilson



Daniel Mac



PROTECT AND CONTINUE TO GROW A STRONG BRAND



Beverly Hills, as one of the finest luxury destinations in the world, needs to continually protect and grow a strong brand. Our global public relations efforts proactively promote and garner positive coverage for the city and all it has to offer. BHCVB's digital efforts,

including social media, also promote brand awareness to both visitors and residents alike. Consistent brand messaging is a long-term commitment that keeps Beverly Hills top-of-mind for consumers, inspires travel and creates life-long affinities.

PUBLIC RELATIONS

Due to the lingering effects of the pandemic, the majority of our visitor mix continued to be domestic. However, we did experience some return from international markets. Thus, we continued to focus the brunt of our PR efforts in the U.S. but did bring back international PR agencies in the second half of the year. Some initiatives were promoted to media via PR News Wire (our "feel good" release), which did result in national coverage and recognition. Efforts also included distribution of media newsletters to contacts amassed in the last five years.

- Total PR Impressions (centered primarily in the U.S.): 621 million
- Total PR Stories (mostly domestic): 128

The city's PR results can be attributed to creative programming positioning Beverly Hills in a unique and inviting way, existing media relationships and a prolific output of story content. In light of some of the negative press we received, it was more important than ever to promote the city in a positive and inviting way.

DIGITAL CHANNEL EFFORTS

BHCVB's online presence consists of LoveBeverlyHills.com. Domestic social media channels include Facebook, Instagram, LinkedIn (B2B), Pinterest and Twitter.

Content and activity on these platforms is specifically tailored to those audiences.

City Events Promoted on BHCVB Owned Channels

Sing for Hope

August 5 – September 16, 2021

The Sing for Hope Pianos are one of the world's largest annually recurring public arts projects, placing artist-designed pianos in parks and public spaces for anyone and everyone to play. Sparking impromptu music-making and connection, the Sing for Hope Pianos create joy and community, bringing people together. Through an integrated partnership with the City of Beverly Hills and the Wallis Annenberg Center for the Performing Arts, Sing for Hope placed 16 artist-designed pianos throughout Beverly Hills. Following the event, pianos were donated to public schools across the greater Los Angeles area.



Beverly Hills Fall 2021 and Spring 2022 Art Shows

October 16 - 17, 2021 and May 21 - 22, 2022

Two blocks of historic Beverly Gardens Park became the place to be for art enthusiasts, food truck fans and anyone looking to enjoy a day outside in the heart of Beverly Hills. Artworks on display and for sale came in various mediums including, watercolor, paint, jewelry, sculpture and pottery. All featured artists staffed their booths so they could provide details on the pieces they created and the inspiration behind them. The Beverly Hills Art Show is a family-friendly and free event.



Father's Day Rodeo Drive Concours d'Elegance

Sunday, June 19, 2022

The Rodeo Drive Concours d'Elegance fully returned to Beverly Hills following COVID-19, celebrating 27 years as the must-attend Father's Day event in Southern California. The complimentary car show presented attendees with an up-close look at the world's most prestigious vehicles against the luxurious backdrop of the city's most famous street.

BHCVB also partnered with popular Tik Tok and social media influencer, Daniel Mac, who visited the Concours d'Elegance and created a short and long form video to promote the event.

eNewsletter Activity

BHCVB deploys an active consumer eNewsletter each month, as well as Partner, Media and Trade eNewsletters every other month featuring the latest developments and happenings in Beverly Hills, relevant to those specific audiences. BHCVB also mailed our inactive consumer email list (inactive for the last 3 years) twice,

in August and November 2021. If an inactive consumer engages with the eNewsletter, the user automatically returns to our active list.

- Total eNewsletters Delivered: 264,517
- Average Aggregate Open Rate: 26.7%
- Average Aggregate CTR: 4.2%

Search Engine Marketing

Google Ads

Madden Media's SEM Pay-Per-Click strategy, executed through Google AdWords, accounted for 130,323 clicks (5k clicks over our estimated goal of 125,000 clicks for the 12-month campaign) and 2,062,900 impressions. The click through rate (CTR) averaged 6.32% vs. an industry average of 2-3%

Top 5 Keyword Searches:

- Top 5 restaurants in Los Angeles - 15,147 clicks & 10.75% CTR
- List of Stores on Rodeo Drive - 8,892 clicks & a staggering 28.23% CTR
- Top Restaurants in Los Angeles - 6,091 clicks & 5.03% CTR
- Rodeo Drive Stores - 4,796 clicks & 30.60%
- Rodeo Drive - 4,708 clicks & 13.21% CTR

Organic Search Traffic

For the fiscal year, 391,734 users engaged in organic search (vs. 223,162 users for the same period prior year), of which 381,398 users came through Google. A total of 439,381 website sessions were generated

through all organic traffic, of which 427,546 sessions or 97% were attributed to Google. Top search engines following Google were Bing, Yahoo, DuckDuckGo and Baidu.



ENSURE A VITAL CVB



An essential responsibility of BHCVB is to build awareness of the importance of tourism, how it benefits the community and the role that BHCVB plays in attracting visitors to the city. These objectives can only be accomplished when we align strategies with other key marketing entities in the city and strive for a stable future funding structure. The organization continues to follow industry best practices, maintaining its Destinations International's Destination Marketing Accreditation Program (DMAP) certification and

how to leverage "opportunities" in the most optimal, efficient and cost-effective ways. To deliver effective programming, it is key that the organization set itself up for success as best as possible. This means that the talent recruited should be experts in their field, Board members are fully engaged and there is full transparency with stakeholders, a solid infrastructure governing the operation and, most importantly, secure funding.

Board Meetings

The Board and Executive Committee meet monthly or semi-monthly to review strategies and the tactics carried out to meet the key performance indicators of each strategic imperative.

Staff Structure

BHCVB continues to review the most efficient means for managing workflow. In 2021 we were delighted to announce the addition of a new Group Sales Director, Communications Director and Digital Marketing Manager.

Fiscal Responsibility

Because of the uncertainty over the return to business and the generation of tax dollars, BHCVB kept a close eye on expenditures while still being mindful of its mission to promote the city of Beverly Hills.

In Q4, BHCVB developed and received approval for Fiscal Year 2022/23 budget to align with the City's TOT projections.



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