



March 27, 2012

Dear Prospective Business:

Thank you for your interest in doing business in the city of Beverly Hills! Beverly Hills has always been the icon of luxury and style, but it should also be known that Beverly Hills is a great place to do business. Resources are available through City Hall and the Chamber of Commerce to assist you in being successful in Beverly Hills.

The City Council has a long-standing policy of supporting business growth in Beverly Hills. As part of that policy, the City strives to make the process of owning and operating a business as simple as possible.

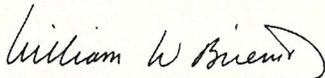
That is why we have created this Business Kit. In here, you will find helpful information and contacts for conducting your business in Beverly Hills. The City is committed to helping businesses of all types, and has seen success in creating a business community attracting internationally-known Fortune 500 companies, as well as smaller businesses unique to Beverly Hills. Beverly Hills is a full-service community – benefitting businesses and residents alike.

Beverly Hills is distinctive because it combines the atmosphere and features of a small town – such as its pedestrian friendly commercial and residential areas, the accessibility of its City leadership, and top notch City service with the sophistication and benefits of a world-class city.

We hope that you will choose to explore further the opportunity to become part of our thriving business community and enjoy the benefits of Beverly Hills' busy shopping environment, unique assets and commanding brand value.

Thank you again for your interest in Beverly Hills. We look forward to being your business partner for many years to come.

Sincerely,


William W. Brien, M.D.
Mayor
City of Beverly Hills


Alexander Stettinski
Executive Director
Beverly Hills Chamber of Commerce

Quick Facts About Beverly Hills



Beverly Hills is world-renowned for its luxury retail, hotels, and world-class restaurants. With a global, iconic brand, the city is home to an active and affluent daytime population of over 200,000 people.

But, why should *you* open your business in Beverly Hills. Below are a few highlights to the benefits of doing business in Beverly Hills.

- Beverly Hills ranks first among mid-to-large sized California cities for retail sales per capita, with an economy near \$20 billion annually.
- Business travelers and tourists spend on average over \$300 per day on hotel rooms, and more than \$600 in purchases at Beverly Hills stores and restaurants.
- Within its five mile radius, Beverly Hills has more 5-star hotels than any city in the world – second only to New York City.
- The City of Beverly Hills owns and operates several two-hour free parking facilities, making it easy for shoppers to stay and shop in the area.
- Beverly Hills businesses and residents enjoy a safe community, with response time from local police of less than three minutes.
- Beverly Hills is a burgeoning market for multiple industries ranging from retail to entertainment, with reputable companies locating to the area such as Google, MGM Studios, and United Talent Agency.
- Since 1923 the Beverly Hills Chamber of Commerce has supported the local business community, providing networking opportunities to help businesses grow.
- Beverly Hills is home to a multitude of business and community events, providing marketing, promotional and networking opportunities. (See enclosed Annual Events)

With a relatively small residential population of just over 35,000, the City of Beverly Hills is able to be responsive and attentive to the business and residential communities. The business process outlined in this kit has helped businesses find success in the area. As noted by a Beverly Hills business:

“I love Beverly Hills! The City is the best backdrop to showcase my food because Beverly Hills customers have discerning tastes and high expectations of their dining experience.”

- *Giacomino Drago, Restaurateur, Piccolo Paradiso, Il Pastaio, Il Buco, and Via Alloro*

Retail



Economic Clusters



Retail

- Tourism & Luxury Services
- Professional Services
- Financial Services
- Real Estate
- Entertainment
- Information & Technology

Of Beverly Hills' seven industry clusters, retail is ideally fit for the area's strengths. It has been a steady economic driver and has continued to build the business community in Beverly Hills.

Retail is a major driver of the Beverly Hills economy due to the buying power of residents and visitors. The average Beverly Hills household will spend \$146,000 annually in retail shopping. The City of Beverly Hills has made investments to assist businesses in being successful, including multiple parking structures offering two hours free parking, as well as ensuring a pedestrian-friendly, safe environment.

Retailers are guaranteed a prominent locale, with Beverly Hills shopping areas garnering more retail sales than South Coast Plaza alone, or Century City, Beverly Center and The Grove combined.

Recent retailers that have located to Beverly Hills include:

- Barbara Bui
- Frey Willie
- G-Star Raw
- Hublot
- Manrico Cashmere
- Missoni
- Popular
- Tom Ford
- Tumi
- Vertu Boutique
- Vosges Chocolat

"I specifically opened my business in Beverly Hills because it is worldwide recognized as a city synonymous with luxury and premium quality. By having a Beverly Hills address, I am able to reach the high-end customer, and automatically receive the brand recognition I want for my business – just by locating here."

- Hasty Torres, Madame Chocolat

"The 'Beverly Hills' name gives the cache and prestige I want my company to be associated with. It is clearly, hands down, one of the best locations for our business to operate."

- Jim Jahant, General Manager, Brooks Brothers

Tourism & Luxury Services



Economic Clusters

Retail



Tourism & Luxury Services

Professional Services

Financial Services

Real Estate

Entertainment

Information & Technology

Tourism & Luxury Services is synonymous with the Beverly Hills name. Due to the Beverly Hills reputation, tourists and visitors spend nearly \$1 billion in the City each year. Nearly 5 million business and leisure travelers visit Beverly Hills annually.

Hotels have experienced on average a 73% occupancy rate, and restaurants are so prevalent in Beverly Hills that the City has adopted a special permitting program just for restaurants, as well as the Fresh Air Dining Program aiding quality of life in Beverly Hills.

Tourism & Luxury Service businesses in Beverly Hills include:

- Beverly Hills Hotel & Bungalows
- The Beverly Hilton
- Beverly Wilshire, A Four Seasons Hotel
- L'Ermitage Beverly Hills
- Montage Beverly Hills
- The Peninsula Beverly Hills
- Two Rodeo
- Rodeo Collection

"Since the Peninsula Beverly Hills caters to the entertainment industry and sophisticated travelers, our Beverly Hills location has been ideal. Our impressively high return-guest ratio of 70% is a testament to the hotel's success."

- Offer Nissenbaum, Managing Director, The Peninsula Beverly Hills

"Beverly Hills is like no other city because it is business oriented, community-minded and attracts customers from all over the world. Xi'an has enjoyed being a part of this thriving community since 1996."

- Vicky Mense, Owner, Xi'an Restaurant

Professional Services



Economic Clusters

Retail

Tourism & Luxury Services

➔ Professional Services

Financial Services

Real Estate

Entertainment

Information & Technology

Professional Services has become a key function within the Beverly Hills economy due to the reliance of other industries on legal, medical, architectural and other business services. Professional Services maintains the highest number of jobs generated in Beverly Hills, with over 7,200 jobs and over \$500 million in payroll.

Professional Service companies in Beverly Hills include:

- Ervin Cohen & Jessup
- NSBN
- Rothstein, Kass & Company
- Cedars-Sinai Medical Network Services
- Alan Kaye Insurance Agency Inc.
- Platinum Equity

“Beverly Hills is quickly becoming an enclave of professionals serving the multiple industries that are concentrated in the region. By having our offices here, we have immediate access and direct exposure to the top, key players, and are able to network with existing and potential customers. There’s a lot of opportunities flowing through Beverly Hills businesses; we need to be at the center of it.”

- Marc Wolf, Rothstein Kass

Financial Services



Economic Clusters

Retail

Tourism & Luxury Services

Professional Services



Financial Services

Real Estate

Entertainment

Information & Technology

Financial Services is an indispensable economic sector, vitally important to the other six economic clusters. This sector includes banks, accounting firms, securities and commodity investment. Essential to any city's economy is the financial sector; the degree of business activity in multiple industries makes the Financial Services sector that much more significant in Beverly Hills.

Financial Service firms in Beverly Hills include:

- Wells Fargo Private Bank
- Edward Jones
- StockCross Financial Services, Inc.
- UBS Financial Services
- Platinum Equity
- Pacific Capital Group

"Since 1852, Wells Fargo has been helping families build, manage and preserve their wealth. Today, more than ever, Wells Fargo is proud to continue our tradition of financial stability and strong community partnerships in the City of Beverly Hills. Wells Fargo salutes The Beverly Hills City and Chamber for their collaboration and we look forward to being ongoing partners with the City and servicing the growing business community in Beverly Hills."

- Steve Ghysels, Regional Managing Director, Wells Fargo

Real Estate



Economic Clusters

Retail

Tourism & Luxury Services

Professional Services

Financial Services

➔ **Real Estate**

Entertainment

Information & Technology

With the continued growth in the other six economic clusters, Real Estate continues to be a major factor in the ongoing development of the Beverly Hills economy. Over 60% of commercial properties are Class A office space. The brokerage community is a key partner to the City and to businesses looking to expand or locate in the area. Programs to enhance partnership and communication are an ongoing focus, ensuring two-way information flow between City staff and real estate brokers.

Real Estate Brokerage in Beverly Hills include:

- BRC Advisors
- Rodeo Realty
- Conroy Commercial
- Dembo Realty
- Partners Trust
- Hilton & Hyland Real Estate

“Beverly Hills is a world class brand. It represents wealth and elegance which is the right combination for my target customers. And to real estate companies, Beverly Hills is what Madison Avenue is to advertising. Everyone wants a Beverly Hills address.”

- David Bailey, Keller Williams

“Beverly Hills is growing to become known for more than just its wealth and ties to movie studios. It is becoming a commercial epicenter for technology, and specifically entertainment technology. As the location for such corporate offices of Google, AOL and Netflix, Beverly Hills is at the center of the entertainment technology industry. As the managing partner of a commercial real estate firm, it is essential for me to be here to be a part of this industry explosion. Plus, the City and the Chamber have a renewed focus on developing this industry, making it easy for me to do business here.”

- Houman Mahboubi, BRC Advisors

Entertainment



Economic Clusters

- Retail
- Tourism & Luxury Services
- Professional Services
- Financial Services
- Real Estate
- Entertainment**
- Information & Technology

Home to agents, producers, film studios and entertainment technology firms, Beverly Hills is known to the rest of the world as an entertainment center. It has lived up to its name, with entertainment services contributing to the Beverly Hills economy with the largest share of jobs and the highest median income in the City. The entertainment industry in Beverly Hills contributes to all the other economic clusters; entertainment professionals and companies thrive in Beverly Hills because of the excellent restaurants, premier hotels, and a host of professional and financial service firms.

Companies in the Entertainment cluster in Beverly Hills include:

- APA Talent and Literary Agency
- United Talent Agency
- William Morris Endeavor
- Sony Music Entertainment
- MGM
- RealD
- Gersh

“Beverly Hills is a hub for entertainment related businesses, and it is beneficial for UTA to be part of this community. Our clients live, dine, entertain and relax in this luxurious city. I couldn’t think of a better place for us to be than Beverly Hills.”

- Jim Berkus, UTA

Information & Technology



Economic Clusters

Retail
Tourism & Luxury Services
Professional Services
Financial Services
Real Estate
Entertainment



The Information & Technology cluster has grown significantly in Beverly Hills in recent years. With companies like AOL, Netflix and Google locating to the City, an industry enclave has been formed. Companies in Beverly Hills in this economic sector include Internet publishing, Internet broadcasting, ISPs, electronic search companies, and data processing companies. Recognizing the potential for growth of these companies within Beverly Hills, Fox International and AOL are founding members of New Media – expanding the potential for influence within Beverly Hills.

With the continual evolution and innovation of the technology sector, this industry sector represents the greatest potential for future growth within the City.

Information & Technology Companies in Beverly Hills include:

- Google
- Netflix
- AOL
- Patch.com

“The growth of technology and its convergence with the entertainment industry makes Beverly Hills the ideal location for us. It is our goal to be near other industry giants like Google, Netflix and AOL. We look forward to being a part of Beverly Hills becoming the center of not only the entertainment industry, but the center of where entertainment and technology meet.”

- Issac Boudaie, President, Network Experts Inc.

Doing Business in Beverly Hills



Thank you for your interest in doing business in the city of Beverly Hills. The City strives to maintain its relationship with the local business community. The information below is provided to assist with the local business process. For further information, contact us at (310) 285-1080.

The best place to start with information on opening your business in Beverly Hills is the Office of Economic Development or the Beverly Hills Chamber of Commerce. They will be able to guide you through the process to ensure a successful business opening and refer you to the appropriate departments. However, the information below is generally what will be included in the steps to open your business.

CITY OF BEVERLY HILLS BUSINESS PROCESS

A critical element to know before you locate your business is the zoning and building requirements associated with the location of your business. Consult the following before proceeding with finalizing the location and opening of your business.

Planning Division

Contact the Planning Division to make sure you locate your business in an area with the **correct land use designation**. Contact Planning at (310) 285-1141.

- Signage – If your business will include signage to promote the business, the City of Beverly Hills requires a Business Sign Permit. This can also be handled in the Planning Division.
- Residential proximity – If your business is near residential (either adjacent or separated only by an alley) you are required to obtain a Transition License. There is no fee for this license.

Building & Safety Division

If your business requires construction – either externally **OR** internal to an existing building, you will be required to obtain a **Building Permit by submitting your construction drawings** and having them approved. Contact Building and Safety at (310) 285-1141.

- Inspections – Allow time for inspections from the Building Division as a part of your construction or remodel process.
- Certificate of Occupancy – Before occupying your business, you will need to receive a Certificate of Occupancy, which signifies that your business has passed all inspections and building requirements, and can now safely open for business.

BUSINESS REGISTRATION

Once you have solidified the City requirements for your location, follow the process below to register your business with the City of Beverly Hills.

- All business are required to register their business with the City of Beverly Hills, and pay required tax and license fees. Complete the Regulatory Permit Application, found online at http://www.beverlyhills.org/business/business_permits_registration_and_taxes/default.asp.

A copy of the form is also included in this packet.

- Business registration is renewed annually
- You are required to have the permit within 30 days of opening your business.
- Additional requirements for certain businesses. Visit web site at http://www.beverlyhills.org/business/business_permits_registration_and_taxes/business_permits.asp and the Beverly Hills Municipal Code for a comprehensive listing.

Home-based business

Complete a Home Occupations Affidavit and submit with the Business Tax Registration.

Valet Permit

Valet service has become a common promotional element of the Beverly Hills business community. If your business or event will include valet parking – either as a temporary or permanent feature – you will be required to obtain a permit from the transportation department.

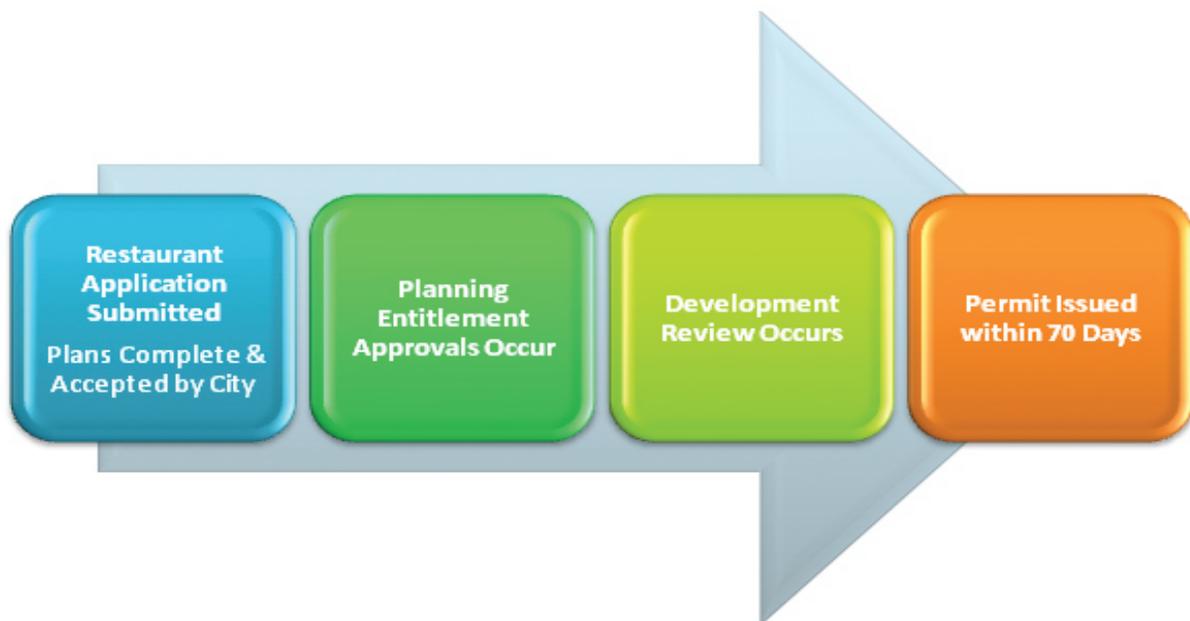
NOTE: It is critically important that all documents and plans are submitted in their complete and final form in order to realize the benefits of this expedited process.

Restaurant Express Permit Program



Because of the demand for restaurant space in Beverly Hills, the City created the Restaurant Express Permit Program to expedite and simplify the process for opening a restaurant. Within this process, most restaurant applications can be permitted within 70 days.

Start the process by contacting the City Restaurant Development Team - ***prior to submitting an application*** – at (310) 285-1141. They will walk you through the process, which is generally as follows:



For more information on the Restaurant Express Permit Program, contact:
Erik Keshishian, Plan Review Supervisor (310) 285 – 1164
Cindy Gordon, Assistant Planner (310) 285 – 1191

Beverly Hills Contacts



CITY OF BEVERLY HILLS

Office of Economic Development

Megan Roach
Marketing & Economic Sustainability Manager
City of Beverly Hills
455 N. Rexford Drive
Beverly Hills, California 90210
p (310) 285-1035
mroach@beverlyhills.org

Community Development Division

Susan Healy Keene
Director of Community Development
455 N. Rexford Drive
Beverly Hills, California 90210
p (310) 285-1120
skeene@beverlyhills.org

Business Tax Office

p (310) 285-2424

Building & Safety Division

p (310) 285-1141

BEVERLY HILLS CHAMBER OF COMMERCE

Alexander Stettinski
Executive Director
Beverly Hills Chamber of Commerce
239 S. Beverly Drive
Beverly Hills, CA 90212
P (310) 248-1000 x.102
stettinski@beverlyhillschamber.com

Annual Events



January

- The Annual Golden Globe Awards held at the Beverly Hilton

February

- dineLA Restaurant Week in Beverly Hills

March

- Los Angeles Marathon
- PaleyFest (two-week long event that spotlights various television shows)
- Woofstock 90210 (Beverly Hills dog festival)
- LA Film Weekend in Beverly Hills

May

- Greystone Mansion Concours d'Elegance
- Playboy Jazz Festival
- The Beverly Hills Art Show

June

- Rodeo Drive Concours d'Elegance

September

- Fashion's Night Out

October

- The Beverly Hills Art Show
- Rodeo Drive Walk of Style
- dineLA Restaurant Week in Beverly Hills
- Bow Wow Beverly Hills (dog adoption event)

December

- Maison de Luxe at Greystone Mansion
- City Holiday Decor Program

Beverly Hills Brokers



Jay Luchs
CB Richard Ellis
1840 Century Park East, Suite 700
Los Angeles, CA 90067
P: (310) 550-2603
E: Jay.Luchs@cbre.com
www.cbre.com/jay.luchs

Neal Golub
CB Richard Ellis
1840 Century Park East, Suite 700
Los Angeles, CA 90067
P: (310) 550-2667
E: neal.golub@cbre.com
www.cbre.com/neal.golub

Tom Korey
First Property Realty Corp.
350 S. Beverly Drive, Suite 340
Beverly Hills, CA 90212
P: (310) 789-1900
E: tkorey@firstproperty.com
www.firstproperty.com

Carine Mamann
Cushman & Wakefield of California, Inc.
601 S. Figueroa Street, 47th Floor
Los Angeles, CA 90017
P: (213) 629-6544
E: carine.mamann@cushwake.com
www.cushmanwakefield.com/retailservices

Gilbert Dembo
Dembo Realty
9595 Wilshire Boulevard, Suite 208
Beverly Hills, CA 90212
P: (310) 278-4747
E: gildembo@gmail.com
www.demborealty.com

Houman Mahboubi
BRC Advisors
9744 Wilshire Boulevard, Suite 207
Beverly Hills, CA 90212
P: (310) 275-9700
E: hmahboubi@brcadvisors.com
www.brcadvisors.com

Tanaz Akhlaghi
Partners Trust
9378 Wilshire Boulevard, 2nd Floor
Beverly Hills, CA 90212
P: (310) 500-1313
E: tanaz.akhlaghi@thepartnerstrust.com
www.thepartnerstrust.com

Brad Conroy
Conroy Commercial, Inc.
5887 W. 3rd Street
Los Angeles, CA 90036
P: (310) 275-3233
E: brad.conroy@conroycommercial.com
www.conroycommercial.com

Note: The City of Beverly Hills and the Beverly Hills Chamber of Commerce do not endorse or refer any of the above businesses. They are, however, provided as resources to assist you in your business location. This is not a complete list of Brokers.

Beverly Hills Lenders



Bank of America
9461 Wilshire Boulevard
Beverly Hills, CA 90212
P: (310) 777-2725
F: (310) 777-2737
www.bankofamerica.com

Comerica Bank
9696 S. Santa Monica Boulevard
Beverly Hills, CA 90210
P: (310) 270-4081
F: (310) 270-4086
www.comerica.com

Bank of the West
9401 Wilshire Boulevard
Beverly Hills, CA 90212
P: (310) 278-3410
F: (310) 278-6704
www.bankofthewest.com

East West Bank
450 N. Roxbury Drive, Suite 101
Beverly Hills, CA 90210
P: (310) 888-8865
www.eastwestbank.com

California Republic Bank
100 N. Crescent Drive, Suite 125
Beverly Hills, CA 90210
P: (424) 230-5400
F: (424) 230-5407
www.crbnk.com

First Republic Bank
9593 Wilshire Boulevard
Beverly Hills, CA 90212
P: (310) 288-0777
F: (310) 288-1770
www.firstrepublic.com

Capital Source Bank
9301 Wilshire Boulevard, Suite 100
Beverly Hills, CA 90210
P: (310) 860-1333
F: (310) 860-1331
www.capitalsourcebank.com

OneWest Bank
9550 S. Santa Monica Boulevard
Beverly Hills, CA 90210
P: (310) 281-5600
F: (310) 273-6390
www.owb.com

Citi Private Bank
9601 Wilshire Boulevard, Suite 550
Beverly Hills, CA 90210
P: (310) 205-3002
F: (310) 205-3030
www.citigroup.com

Opus Bank
192 N. Canon Drive
Beverly Hills, CA 90210
P: (310) 786-7550
www.opusbank.com

Santa Barbara Bank and Trust
9320 Wilshire Boulevard, Suite 105
Beverly Hills, CA 90212
P: (310) 281-6474
F: (310) 281-6475
www.shbt.com

U.S. Bank
9420 Wilshire Boulevard, Suite 150
Beverly Hills, CA 90212
P: (310)228-6032
www.usbank.com

UBS Financial Services - Sean R. O'Donnell
Rodeo Wealth Management Group
131 S. Rodeo Drive, Suite 200
Beverly Hills, CA 90212
www.ubs.com/team/rodeowmg
P: (310) 281-3808
F: (310) 281-3811

Union Bank
9460 Wilshire Boulevard
Beverly Hills, CA 90212
P: (310) 550-6573
F: (310) 248-3937
www.uboc.com

Wells Fargo
9600 Santa Monica Boulevard
Beverly Hills, CA 90210
P: (310) 550-7181
F: (310) 550-0231
www.wellsfargo.com

Note: The City of Beverly Hills and the Beverly Hills Chamber of Commerce do not endorse or refer any of the above businesses. They are, however, provided as resources to assist you in your business location. This is not a complete list of lenders.