



**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 HALL  
455 North Rexford Drive  
4<sup>th</sup> Floor Conference Room A  
Beverly Hills, CA 90210**

**Monday, July 25, 2016  
3:00 PM**

**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) Australia Economic Development Mission Proposal
  
- 3) Adjournment

A handwritten signature in black ink, appearing to read "Byron Pope", written over a horizontal line.

**Byron Pope, City Clerk**

**Posted: July 22, 2016**



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Manager's Office at (310) 285-1014. Please notify the City Manager's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.

**City of Beverly Hills**  
**2016 Australia Sales Mission**  
**September 16 – 22, 2016**

**Background**

In spring 2016, at the request of Mayor Mirisch, City and CVB staff explored the cost and feasibility of an economic development mission to Australia. The mission would augment the annual City/Chamber New York Mission by broadening the City's business attraction reach to brands and companies based in Australia. Staff explored two options – a standalone mission and a mission combined with the CVB's planned participation in the Luxperience Travel Show (the region's luxury travel trade show) in Sydney in September. BHCVB asked their PR and travel trade representative, The Buzz Group, to put together a proposal that would include the arrangement of meetings with key prospective brands and businesses that would be ideal to target for development in Beverly Hills.

**Agency Proposal**

The agency provided a proposal that would include attendance (a walk through similar to Mayor Bosse's attendance at ILTM Asia) at Luxperience, three days of meetings with prospective businesses and participation in BHCVB's travel trade and PR dinner (similar to the annual New York cocktail reception).

The Buzz Group would research and set up all meetings, provide information decks, arrange for ground transportation and accommodations for a fee of \$10,000 AUS (exchange rate as of July 21 is \$ .75 U.S. to \$1 AUS) or US \$7,500. (The full proposal is attached. *Please note that the timeline represented is no longer accurate as we received the proposal in June 2016. However, we have been assured as of 7/21/16 by The Buzz Group that they will still be able to accomplish all elements of the proposal if the timeline were to be adjusted to allow for an August 16 approval date from City Council.*)

Additionally The Buzz Group will work with BHCVB to set up all arrangements for a dinner that would honor the Mayor's presence as well as provide a platform for the destination to educate travel trade and press on the latest happenings in Beverly Hills. BHCVB will fund all costs associated with the dinner.

**Accommodations and Flights**

The City would be responsible for paying airfare and accommodation costs for the Mayor's participation in the mission. Because the Mayor is a U.S. Government official he is unable to receive free or discounted airfare from our potential airline partners. The following are estimated costs for flights, accommodations, ground transportation and food.

**Cost Estimates (U.S. \$s)**

The Buzz Group fees	\$7,500
Transportation (to and from meetings, airport, etc.):	\$1,500
Hotel (approximately \$425 a night x 5 nights):	\$2,125
Flight (price is business class through Fiji*)	\$4,074
<i>*This is the cheapest Business Class fare available as of July 20. The Mayor could also fly premium economy nonstop on Virgin Australia/Delta for \$2,352.)</i>	
Food (\$200 a day x 5 days):	\$1,000
<b>Total:</b>	<b>\$16,199</b>

### Summary

- The mission would take place over a six day span, September 16 – 22. The Mayor would leave on September 16 but would not arrive until September 17, so costs are estimated for five days.
- The total cost to the City of \$16,199 would include The Buzz Group fees, transportation (both ground and to and from Australia), food and hotel. Prices are only estimates and actual prices may vary depending on timing and the value of the US dollar when travel is booked. We are checking to see if discount airfare is available for City staff.
- Because BHCVB will be in Australia during the same period, they can be of assistance if needed.



## Economic Development Mission - Australia September 2016

### OVERVIEW

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The Buzz Group, on behalf of Beverly Hills CVB and the Mayor of Beverly Hills, have been asked to identify leading Australian brands and companies for an Economic Development Mission.

The purpose of the Economic Development Mission is for the Mayor to meet prospective brands and companies in Australia with a good fit for potential expansion into Beverly Hills.

The economic mission will involve;

- Pre-arrange meetings with leading Australian brands and companies - Sydney and Melbourne
- Attendance at Luxperience 2016 - Expo and Gala dinner
- An exclusive event with the Major of Beverly Hills

### MEETING REQUIREMENTS

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Identify and submit leading Australian brands and companies to Beverly Hills CVB and City of Beverly Hills for meeting consideration

Set meetings on behalf of Beverly Hills CVB and the City of Beverly Hills (approx. 3-4 meetings per day for 5 days)

Create and send a scope document to prospective brands and companies that have been identified for meeting consideration

Create briefing/background documents for the Mayor and Beverly Hills CVB on each confirmed brand or company

Issue a full meeting schedule to Beverly Hills CVB

Director of The Buzz Group to attend meetings with the Mayor

Set agenda and briefing notes for all meetings

## MOVEMENT REQUIREMENTS

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Assist travelling delegates on the ground

Arrange transport to and from meetings, venues and airports

Accommodation booked and confirmed via Buzz Group partners (preferred rate)

Flights booked via Buzz Group partners (preferred rate)

Buzz Group to attend meetings, (if required)

Dinners and sightseeing arrangements, (if required)

## EVENT

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We suggest a hosted event with the Mayor and Beverly Hills team on Wednesday 21 September, 2016, 7pm.

We are currently scoping a select group of venues/restaurants to present back to Beverly Hills CVB for consideration.

We have identified this should be an a la carte style dinner, sit down and a private space at a leading Sydney venue/restaurant.

The Buzz Group would identify and arrange an exclusive media, travel and corporate invite list (150 names to be submitted).

The Director of The Buzz Group will also be attending the dinner as a guest.

*For budgeting purposes our estimated cost for 60 guests is:*

Food and Beverage: \$10,800.00 (\$180 per person)

Invites: \$750.00 (includes postage)

Flowers: \$600.00 (table center pieces)

Audio Visual: \$1,100.00 (optional if a screen is required for a video loop)

Buzz Group Staff include 2 staff on the door welcoming guests and one senior manager liaising between the venue and Buzz Group.

Total: \$13,250.00AUD (\$9,700.00 USD)

With further budget guidelines from Beverly Hills CVB we can create, build, style any size event.

## ESTIMATED SCHEDULE

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Airline and accommodation arrangements booked – June

Event budget sign off – W/c June 13

Selected brands and company names plus contact details identified by – W/c July 4

Brands and companies submitted to Beverly Hills – W/c July 11

Pitching documents signed off by Beverly Hills – W/c July 18

Commence scheduling meetings and sending pitch documents – W/c July 25

Issue schedule to Beverly Hills – September 5

\*\* A full event schedule to be issued once budgets have been confirmed.

## KEY DATES

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Luxperience Travel Expo – 18 – 21 September

Luxperience Gala Dinner – 20 September

Mayor's Dinner – 21 September

## ESTIMATED COSTS FOR BUZZ GROUP

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**\$10,000AUD (approx. \$7,300USD)**

### **Breakdown AUD:**

**\$3,500.00** – Research and outreach to brands/companies

**\$2,000.00** – Create and send scope for meetings

**\$3,000.00** – Set meeting schedule and Mayor's briefing documents on brands/companies

**\$1,500.00** – Event Management and Ground Movement /Support