



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
Beverly Hills, CA 90210

TELEPHONIC VIDEO CONFERENCE MEETING

Beverly Hills Liaison Committee 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)

Tuesday, August 31, 2021

2:30 PM

Pursuant to Executive Order N-25-20 members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. 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.

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. Presentation Regarding the Rebrand of the Shop Local Program
3. Future Agenda Items Discussion
4. Adjournment

Huma Ahmed
City Clerk

Posted: August 26, 2021

A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT WWW.BEVERLYHILLS.ORG



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Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT

MEMORANDUM

TO: City Council Liaison/ Chamber of Commerce Committee
FROM: Laura Biery, Marketing and Economic Sustainability Manager
DATE: August 31, 2021
SUBJECT: Presentation Regarding the Rebrand of the Shop Local Program
ATTACHMENT: N/A

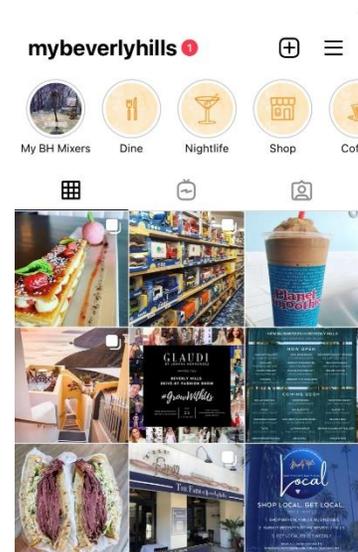
INTRODUCTION

The City contracts with the Beverly Hills Chamber of Commerce (Chamber) to conduct a variety of economic development and business outreach programs for the City of Beverly Hills. As part of the Chamber’s Work Plan contract with the City, a rebrand of the existing Shop Local Program (currently called “*My Beverly Hills*”) was requested to occur. The Chamber has contracted with Symlaze, a design agency firm, to create two new vibrantly colored rebrand design options for review. The City Council Liaisons are requested to review the design options that will be presented at the meeting and provide feedback.

DISCUSSION

The Chamber will provide a review of the history of the Shop Local Program as well as present the new creative direction concept options for the rebrand during the meeting. A Shop Local Program involving the Chamber was first proposed and introduced in the 2012-2013 Work Plan with the City. The program was labeled “*My Beverly Hills*” and began in its current form in 2014 with the purpose of encouraging engagement between local businesses and residents to increase the number of dollars locals spend within Beverly Hills.

The current logo as well as a screen shot of the current Instagram feed of the program is included for reference:



Current Program

The program has traditionally engaged residents and businesses in a number of activities, including monthly networking programs at local venues across the City, hosting deals and specials on the *My Beverly Hills* website, providing updates about important community events, putting out a monthly newsletter that promotes upcoming City events and local businesses, and doing social media posts highlighting local businesses and the importance of shopping local. The Chamber has also developed and posted regular profiles of Beverly Hills businesses. In addition, the Chamber has utilized the Shop Local program to cross-promote City and other Work Plan services, such as highlighting the annual Evening with the Mayor event, complimentary webinars provided through the Chamber's work with the Small Business Development Center and other civic and community events such as Small Business Saturday and the Beverly Hills Art Show.

More recently, during the COVID-19 pandemic, the Chamber shifted much of the program's focus to online quarterly campaigns to support local businesses. For example, during the 2020 holidays, the *My Beverly Hills* program launched a holiday "Shop Local, Get Local" shopping campaign where locals were encouraged to shop at Beverly Hills locations and turn in receipts for shopping at Beverly Hills businesses over a certain amount to be entered into a weekly contest to win prizes to local establishments. In the first quarter of 2020-2021, the My Beverly Hills Program conducted an outdoor dining campaign featuring businesses participating in the City's OpenBH program, both to highlight that program as well as to encourage individuals to patronize local restaurants. The Chamber also organized monthly virtual networking programs featuring presentations from a variety of local businesses.

Rebrand Discussion

Given that the program has been in its present look, name and brand unchanged for many years, the Chamber and City began discussions about a rebrand of the program. The reason for the rebrand is that the program branding has not been updated in a significant way in close to 10 years. The period coming out of the COVID-19 pandemic is an opportunity to provide a fresh and more up to date look for the program that will help bring new energy and engagement in the program and to engage a wider array of residents. Some businesses, residents and stakeholders have reported that they either are not very familiar with, or are not very engaged with the program despite the variety of outreach the Chamber conducts annually. Although the Shop Local program attendance and involvement has been fairly steady over the years, with approximately 60 to 75 attendees at monthly mixers (pre-COVID) and 4,164 email subscribers to the My Beverly Hills subscriber list, the Chamber believes a rebrand and new look will help raise the visibility of the program, generate more excitement and involvement by residents to be involved in the program, and create a more relevant and up to date look consistent with the status of a first class city such as Beverly Hills. Additionally, it does not appear the program has ever included a street pole banner campaign.

The Chamber interviewed a number of professional firms with experience in branding and public relations efforts, including several that have done significant work on rebranding efforts with other cities. After a detailed review, the Chamber in consultation with the City,

selected the firm Symblaze to perform this rebrand work. Symblaze is a full service digital agency based in West Hollywood with many years of experience with design, branding and rebranding work. The company has worked with several cities in the region, including projects for the City of West Hollywood and the City of Palm Springs as well as for private clients such as Google, Vodafone and Sinclair Broadcast Group.

Stakeholder Outreach

Since the engagement with Symblaze, the City, Chamber and Symblaze have conducted extensive efforts to develop a re-brand of the Shop Local Program. The re-brand scope includes working with Symblaze to update the logo, slogan, digital social media presence, electronic and/or printed materials and associated materials promoting the program and ultimately using the re-brand to increase awareness and energize participation in the program.

To date, Symblaze, the Chamber and City staff have engaged in discovery, gathering input from interested stakeholders, including the entire City Council, City Manager George Chavez, other senior City staff, Julie Wagner, President and CEO of the Beverly Hills Conference and Visitors Bureau, Kathy Gohari, President of the Rodeo Drive Committee, the Small Business Task Force and stakeholders on the Chamber Board. These stakeholders have been asked about their current views of the program and what would be important to capture the interest and engagement of residents. The Chamber also discussed the planned rebrand during the Beverly Hills Small Business Assistance Task Force and the Next Beverly Hills meetings and have encouraged stakeholders to reach out with feedback.

Brand Concept Review

The discovery process included identifying the current state of the program, what has worked and what needs improvement, and identifying key themes to incorporate into a rebrand specific to Beverly Hills. Following that discovery work, Symblaze, City staff and Chamber staff have worked to review and narrow down several design concepts that could be used as part of a rebrand to revitalize the image of the program and encourage additional engagement. Symblaze, in partnership with the Chamber and City, have developed two rebrand concepts for the Shop Local Program that will be presented for review by the City Council Liaisons. Each concept has sample treatments of the logo and what the digital presence on a social media platform such as Instagram could look like. The selected rebrand concept would then be further built out to create street pole banners, a full branding guide, digital media presence, and launch of the rebranded Shop Local program would proceed in October 2021.

FISCAL IMPACT

There is no fiscal impact from reviewing this item as the funding for the rebrand was incorporated into the contract with the Chamber for Fiscal Year 2020-2021 and 2021-2022. The rebrand efforts have been expedited at the request of the City Council to help launch the program this calendar year as the City recovers from the COVID-19 pandemic. The total cost for the Shop Local program is \$105,800 with the portion of this amount dedicated towards the rebrand being \$41,300 inclusive of both Symblaze's and the Chamber's work.

RECOMMENDATION

It is recommended that the City Council Liaisons review the two rebrand design concepts during the meeting and provide feedback on a preferred direction. The tentative plan is to take this matter, based on feedback from the City Council Liaisons, to the City Council during its Study Session on September 14, 2021. If approved, the preferred rebrand design concept will be further built out and launch of the rebranded Shop Local program would proceed in October 2021.

Once a rebrand design and logo direction concept are approved, the Chamber will also work with Symblaze on an activation campaign to help draw more subscribers and involvement in the program from the community.