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Mayor's NYC Mission Promotes Beverly Hills Business, Travel

By Victoria Talbot

Mayor Lili Bosse and Vice Mayor Julian Gold spent the week in the Big Apple, joining the Beverly Hills Conference and Visitors Bureau and the Chamber of Commerce on a New York Sales Mission to promote commerce and travel in Beverly Hills to the business leaders in New

York City.

The delegation conducted a series of meetings designed to enhance relationships with existing businesses and develop new relationships with businesses that will fit in well with the special charisma of the Beverly Hills community.

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NEW YORK, NEW YORK — Pictured, from left: Sandy Murphy, general manager of The Beverly Hilton; Offer Nissenbaum, managing director of The Peninsula Beverly Hills, Mayor Lili Bosse; Ben Trodd, regional VP and general manager of The Beverly Wilshire, A Four Seasons Hotel; and Julie Wagner, CEO of Beverly Hills Conference and Visitors Bureau.

NYC MISSION

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The mission delegation included City Manager Jeff Kolin, BHCVB CEO Julie Wagner, Chamber President Marc Wolf, Deputy City Manager Public Affairs Cheryl Friedling and Andy Swyak, Director of Economic Development and Government Affairs for the Chamber of Commerce.

The CVB and the Chamber partnered with the mayor and vice mayor in a series of planned events designed to enhance the City's profile in New York City. Bosse reports that City representatives joined her for meetings with Lefrak and Jenel Real Estate Holdings, Suite 1521 and Nespresso; executives with Chanel, Barneys New York, and Gotham West Market; and finally, their final meetings with Ralph Lauren, Mariana

Antinori, Swatch and Saint Laurent before the culmination Thursday night. The delegation returns Friday.

The mission's goals include business retention, attracting new businesses, and assisting businesses already in the City, but not yet opened.

"It's been non-stop meetings, back-to-back each day," said Bosse. "But when you talk about the city you love, time flies."

City representatives visited existing businesses headquartered in NYC to touch base and provide whatever assistance necessary to facilitate commerce, such as Burberry, currently in the process of opening their flagship store on Rodeo Drive. Many businesses are expanding in the Triangle, and can benefit from the personal help with logistics and permitting bureaucracies.

There is also a quest for new businesses that are unique

and which fit the community well. One of those businesses was Serendipity, where CEO Rowen Seibel treated Bosse to an array of frozen hot chocolate desserts. The restaurant is contemplating a move into Beverly Hills.

Thursday evening the Beverly Hills CVB and the general managers of the City's hotels joined a leading car rental and livery partner to host travel-trade representatives responsible for driving leisure and group travelers. The event took place at the newly remodeled Tavern on the Green, said BHCVB CEO Julie Wagner.

Bosse and Gold placed a spotlight on the City's robust economic state, the newly completed Wallis Annenberg Center for the Performing Arts, the renovated Lily Pond and Beverly Gardens Park and the bustling commerce in the City's business triangle.