



CHAMBER  
*of*  
COMMERCE

# A Guide for Opening and Maintaining a Business in the City of Beverly Hills

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Produced by the Beverly Hills Chamber of Commerce in partnership with the City of Beverly Hills.

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## Welcome to Beverly Hills

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We welcome you to Beverly Hills, one of the premier cities in the world. From the world famous Rodeo Drive and our tourist sites to our thriving and diverse business sector to our distinguished community leaders, the City provides a world renowned and first class experience.

In partnership with the City of Beverly Hills, the Beverly Hills Chamber of Commerce has created this pamphlet to help those starting a business in Beverly Hills as well as those who already have one here. The tapestry of laws and regulation can be complex, especially to the uninitiated business. This pamphlet is intended as a general guide and overview to navigating City government and providing information about City services and departments. The hope is that this guide will help provide knowledge and help streamline the process of opening and maintaining a business in Beverly Hills.

We welcome you and look forward to your involvement in our great business community.

Sincerely,

Todd Johnson  
CEO and President  
Beverly Hills Chamber of Commerce



## **Overview of Beverly Hills City Government**

Beverly Hills is a general law city governed by a five-member City Council including the Mayor and Vice Mayor. City Councilmembers are elected for four-year terms with the Mayor being selected via a rotational system. Collectively, the City Council is responsible for establishing policies, adopting an annual budget, enacting local laws and providing vision and goals to the City Manager. Beverly Hills has a “council-manager” form of government, where the elected City Council appoints a City Manager to supervise the operations of the City. The City Manager serves as the City’s Chief Executive Officer.

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The current Beverly Hills City Council (2017-2018). From left to right: Councilmember Lester Friedman, Vice-Mayor Julian Gold, Mayor Lili Bosse, Councilmember John Mirisch, and Councilmember Robert Wunderlich.

## **Overview of City Departments**

The City of Beverly Hills is broken down into the following Departments:

### **Administrative Services**

Provides a number of critical finance and human resources functions for the City, including accounting, budgeting, business registration, purchasing/vendor bidding, risk management, utilities and billing services.

### **Community Development**

Oversees existing and new development in the City, including zoning, building inspections, transportation, planning and approval of new commercial and residential projects.

### **Community Services**

Provides cultural, educational, recreational, landscape, and social services to enhance and maintain a high quality of life and attractive physical environment. This Department organizes most of the Special Events put on by the City.

### **Fire Department**

Provides fire and paramedic services to the community.

### **Information Technology**

Provides IT solutions and manages technology projects in the City.

### **Police Department**

Provides law enforcement services to the community.

### **Policy & Management**

Provides support to the City Council including implementing laws, preparing the annual budgets, information and data for decisions and policy direction, and operating the Office of Communications, Office of Economic Development and the Office of Emergency Management.

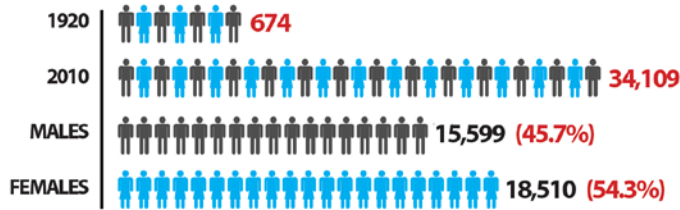
### **Public Works**

Develops, constructs, inspects, improves and maintains the City's infrastructure. Infrastructure includes traffic lights, sidewalks, street lights and roadways. The department supervises water, waste, parking operations, and forest and park maintenance in the City.

# Why Do Business in Beverly Hills? - A Vibrant and Growing Economy

## VITAL SIGNS

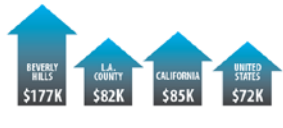
BEVERLY HILLS POPULATION (2010 Census, US Census Bureau)



**OUR RESIDENTS**

**34,109** Residents and a workday population of more than 200,000

Average household income: **\$176,560**



**40% of families** have income greater than **\$150,000**

**58% adults** living in BH have a **bachelor's degree** or better



**OUR BUSINESSES**

**11,000 businesses** operate in Beverly Hills

**\$2.7 billion** annual retail and food sales

**\$2 million** of clothing sold every day

**Top 5** employment sectors: Law, finance, entertainment, medical, hospitality



**5 of the seven largest** LA-based talent agencies are located in Beverly Hills with over 650 agents

**9.7%** office vacancy rate (vs. 14.4% for LA County)(1st Quarter, 2017)

**OUR VISITORS**

**7 million** annual visitors



We have **17 hotels**, 2,200 rooms, including 5 five-star hotels



**Top Global Regions** visitors come from: Middle East, UK, Europe, China, Australia, Canada, Japan and Mexico

## **Questions and Answers About Opening a Business in Beverly Hills**

### **What do I need to know before opening a business in Beverly Hills?**

An important first step is to define what type of services you will be providing (for example, dining, professional services, retail, health care or some other category). Different types of businesses are subject to different registration and tax requirements, so it is important to properly define what it is that you will be doing. You will also want to confirm that the property you plan to occupy is zoned for your type of business. Another issue you will want to think about is how much parking will be needed. The City has parking requirements based on the type of business you have and you will need to make sure your business can fulfill those requirements. You may also be interested in additional parking beyond that required by the City's municipal code.

Last, you should know the physical address where your business will be operating from. The City needs to know the business address in order to process business registrations.

### **How do I get my business started in Beverly Hills?**

Once you gather the necessary information about your business, the City encourages you to come in for a counter appointment with City Staff. This can be arranged online at <http://www.beverlyhills.org/business/constructionlanduse/permitcenterappointments/> or by calling (310) 285-1141. Appointments for the review & permitting counter are encouraged and scheduled Monday through Thursday, 1pm-4pm; Fridays 8am-4pm. Most appointments are scheduled for half-hour increments. Appointments are not needed Monday through Thursday, 8am-10am. However, scheduling an appointment will help you avoid a potential long line waiting period and allows the City to provide a more efficient customer service. Walk-in customers are helped on a first-come, first-serve basis. At this appointment, City staff can review your business plans, discuss City rules and regulations and guide you in navigating the City's process for approval of your business.

After this initial step, you will need to complete certain steps. For example, all businesses in the City must apply for a Business Tax Registration Certificate before or within 30 days after the start of the business. The amount of the tax is based on your business type. Certain types of business also require special permits to operate.

After preparing plans and completing paperwork for your business, your business will go through a Community Development Department Review to ensure all the paperwork is in order. The length of this process varies based on the complexity and type of business. Most business applications can be processed quickly assuming the correct paperwork is in order.

After review, the Community Development Department can then issue an approval permitting you to operate your business.

### **Are there building and fire code requirements I need to comply with?**

Yes. We strongly encourage you to contact the Community Development Department to review building records and make sure the building you intend to occupy is code compliant. The Department can be reached at (310) 285-1141 or via a link to set up an appointment at <http://beverlyhills.org/business/constructionlanduse/permitcenterappointments/>

### **What do I need to know about signage?**

Beverly Hills has comprehensive regulations on signs advertising your business. Plans for signs must be submitted to the Community Development Department for review. Once approved, the Department will issue necessary permits and inspect the sign. Please contact the Department at (310) 285-1141 prior to construction or installation of all business related signs.

### **I'm opening a restaurant/bar. What regulations do I need to know about?**

You will need to get a permit from the Los Angeles County Department of Health Services Environmental Health Food Inspection Program to operate a facility involved in food preparation. The County Department of Health Services can be reached at (626) 430-5200.

If your business will sell or serve liquor, you will need to obtain a license from the State Alcohol Beverage Control Department. <https://www.abc.ca.gov/>. The Inglewood Office serves the Beverly Hills and the Westside. The Inglewood Office can be reached at (310) 412-6311.

If you are considering having outdoor dining and/or extended hours of service, you will need to apply for and obtain an outdoor dining permit/extended hours permit. Please contact the Community Development Department with questions.

### **What do I need to know about construction or tenant improvements?**

The City has a number of rules regarding construction and tenant improvements and in most cases, you will need to require a permit. As with registering your business, we encourage businesses to set up an appointment with the Department of Community Development to review your plans and obtain the necessary permits. The Department can be reached at (310) 285-1141 or via a link to set up an appointment at <http://beverlyhills.org/business/constructionlanduse/permitcenterappointments/>



**I'm interested in valet parking for my business. What do I need to know?**

The City has a permit process for obtaining both short term permits (usually for single events) and for longer-term commercial permits. More information and applications to apply for permits can be found at

<http://www.beverlyhills.org/citygovernment/parkingservices/permitsandexemptions/> and by calling the Transportation Department at (310) 285-1128.

**I have a complaint about a violation of City law, a nuisance or other business conduct. Who do I call?**

The City has a Code Compliance Department which oversees the enforcement of State, County, and City codes, ordinances and resolutions. To report a code violation, you may call (310) 285-1119 or use the following link:

<http://www.beverlyhills.org/citygovernment/departments/communitydevelopment/codecompliance/>. For building, mechanical, electrical, plumbing, planning or zoning code inquiries please phone (310) 285-1141.

**Navigating Development Issues in Beverly Hills**

The City's Community Development Department processes applications for new businesses as well as existing and new residential and commercial construction projects and developments

**For New Businesses:**

See the questions and answers outlined above.

**For New Residential and Commercial Developments:**

**Step 1 – Develop an initial concept of the development**

Develop an initial outline/concept of the residential or commercial development you have in mind.

**Step 2 – Meet with the Community Development Department to discuss the concept**

Businesses and developers are encouraged to meet with the City's Community Development Department to discuss their concept with the City. Through this process, businesses can get an

initial evaluation of project feasibility, compliance with City laws, potential benefits and costs and a guide to next steps.

### Step 3 – Draw up Plans

The business should develop architectural, engineering and other plans to build the project.

### Step 4 – Submit an Application

An application should then be submitted to the Community Development Department. The type of application will depend on the type of project. A list of applications by type can be found on the City's website.

<http://www.beverlyhills.org/business/constructionlanduse/projectreview/planningapplications/>

### Step 5 – Environment and Other Review

Most projects require environmental and/or other reviews, such as an Environmental Impact Report. Additionally, before the project goes for review before the Planning Commission, your business will need to work with the Community Development Department to make sure all documents and details are in order.

### Step 6 – Planning Commission/City Council

New projects are reviewed by the City's 5 member Planning Commission. Depending on the size of the project, the matter may be reviewed over the course of several hearings. The Project is ultimately approved by the City Council. Depending on the issue, the City Council may also order a full, *de novo* review of projects that have been reviewed by the Planning Commission.

### Step 7 – Architectural Review

Following Planning approval, the project is subject to review and approval by the City's Architectural Commission.

### Step 8 – Final Plan Check

The Project is subject to a final plan check to make sure all details are in order. These are items required by City law for all buildings. Once complied with, the plan check is complete and the development can proceed.

## **Restaurant Express Permits**

The City has an expedited process for approving permits for restaurants. Information on how to complete this process is available here:

<http://www.beverlyhills.org/business/constructionlanduse/projectreview/restaurantexpresspermits/>



## Business Tax Registration and Fees

The City of Beverly Hills requires all businesses operating in the City to register their business and obtain a valid business tax certificate from the Department of Finance. New businesses are required to submit a business tax registration and pay the appropriate taxes within the first 30 days of operation.

The amount and type of taxes and fees depends on the type of business. Certain businesses pay a tax based on their gross receipts. Others, such as professional and semi-professional or business and personal services, pay a tax based on the number of hours worked by personnel.

To find out more about business tax registration, visit [beverlyhills.org/business-tax](http://beverlyhills.org/business-tax) or call (310) 285-2424.

### Tax and Fee Schedule 2017-2018

A complete schedule of taxes, fees and other charges can be found here:

<http://www.beverlyhills.org/cbhfiles/storage/files/6266471401386834303/FY2017-18TaxesFeesandCharges-forweb.pdf>

\*Classifications A, C & I, effective January 1, 2018.

#### Classification A – Business Services

Base Tax and first 2,080 hours of employee payroll	\$264.00
Each additional hour of employee payroll	\$0.0515

#### Classification B - Retail, Wholesale, and Manufacturing

Minimum	\$75.00
Per \$1.00 of gross receipts over \$60,000	\$0.00125

#### Classification C\* - Professionals

Base and first 2,080 hours of professional payroll or billed hours	\$1,464.00
Each additional hour of professional/semiprofessional payroll or billed hours	\$0.70385
Each hour of non-professional employee payroll	\$0.14135

Classification D - Used Car Sales (not associated with new car dealership)

Minimum Tax	\$255.00
Each \$1.00 of gross receipts over \$85,000	\$0.00300
Classification E - Residential Property Rental	
Each \$1.00 of gross receipts	\$0.01200
Classification F - Commercial Property Rental	
Each \$1.00 of gross receipts	\$0.02350
Classification G - Lenders, Brokers, Real Estate Brokers/Offices	
Each \$1.00 of gross receipts	\$0.00350
Classification G1 - Real Estate Agents	
Each \$1.00 of gross receipts	\$0.00100
Classification I* - Oil Well Tax	
Outside City:	
First 10,000 barrels	\$2,153.00
Per each additional barrel	\$0.15907
Inside City:	
First 10,000 barrels	\$4,323.00
Per each additional barrel	\$0.39772
State SB1186 Fee (Imposed by State of California)	\$1.00
3-1.303 TRANSIENT OCCUPANCY TAX	14.00%
Up to 30 days room occupancy (% of room rate)	

County Sales Tax Rate:

<http://www.boe.ca.gov/app/rates.aspx>

Minimum Wage:

[Information about the California Minimum Wage rate can be found here:  
http://www.dir.ca.gov/dlse/SB3\\_FAQ.htm](http://www.dir.ca.gov/dlse/SB3_FAQ.htm)



# Disaster Ready

It is critical that your business be prepared for a disaster, both to try to keep your business operating during the course of a disaster as well as to be able to recover and continue your business after the disaster ends. To this end, the City's Office of Emergency Management, Resilience, and Recovery has created the Disaster Ready program, a tool that equips businesses with the ability to plan and prepare for major disasters. Businesses that complete the program are officially recognized for actively engaging in disaster planning efforts to foster an increased culture of emergency preparedness in Beverly Hills.

To become a Disaster Ready Partner, your businesses must:

1. Complete one Ready.gov Business Emergency Plan or other emergency plan.
2. Finish one Beverly Hills Preparedness Activity from any category below.
3. Be an active partner by telling one business neighbor to become certified.

To get started on becoming Disaster Ready, please click the following link:

<http://www.beverlyhills.org/living/emergencymanagement/businesspreparedness/>

In case of an emergency, the City of Beverly Hills has a mass communication system to notify citizens:

Disaster Hotline: (310) 550-4680

Radio: 1500 AM

TV: Channels 10 and 35

Nixle: Text BEVHILLS to 888777 to receive text message alerts

The City's Office of Emergency Management can be reached at (310) 285-1025

**City of Beverly Hills Directory**

**Beverly Hills City Hall**

455 N. Rexford Dr.

**General Information:**

**(310) 285-1000**

<http://www.beverlyhills.org>

**Mayor & City Council ..... 310-285-1013**

Beverly Hills City Hall

445 N. Rexford Dr.

**City Manager**

Mahdi Aluzri .....310-285-1014

[malurzri@beverlyhills.org](mailto:malurzri@beverlyhills.org)

**City Attorney**

Larry Wiener .....310-285-1053

[lwiener@beverlyhills.org](mailto:lwiener@beverlyhills.org)

**City Clerk**

Byron Pope.....310-285-1000

[bpope@beverlyhills.org](mailto:bpope@beverlyhills.org)

**City Departments & Offices**

Beverly Hills City Hall

445 N. Rexford Dr.

**Director of Community Service**

Nancy Hunt-Coffey.....310-288-2265

[nhuntcoffey@beverlyhills.org](mailto:nhuntcoffey@beverlyhills.org)

**Director of Community Development**

Susan Healy Keene.....310-285-2461

[skeene@beverlyhills.org](mailto:skeene@beverlyhills.org)

**Director of Public Works**

Shana Epstein.....310-285-2461

[sepstein@beverlyhills.org](mailto:sepstein@beverlyhills.org)

**Building & Safety.....310-285-1141**  
[buildingandsafetyinfo@beverlyhills.org](mailto:buildingandsafetyinfo@beverlyhills.org)

**Budget and Revenue**  
Officer, Don Harrison.....310-285-2411

**Finance Administration**  
Director, Don Rhoads.....310-285-2411  
[drhoads@beverlyhills.org](mailto:drhoads@beverlyhills.org)

**Fire Department**  
Chief, Greg Barton.....310-281-2700  
[rmundell@beverlyhills.org](mailto:rmundell@beverlyhills.org)

**Human Services**  
Administrator,  
James R Latta.....310-285-1006  
[jlatta@beverlyhills.org](mailto:jlatta@beverlyhills.org)

**Human Resources**  
Assistant Director of Administrative Services,  
Shelley Ovrom.....310-285-1066  
[sovrom@beverlyhills.org](mailto:sovrom@beverlyhills.org)

**Information Technology**  
Chief Officer,  
David Schirmer.....310-285-2572  
[dschirmer@beverlyhills.org](mailto:dschirmer@beverlyhills.org)

**Library Services**  
Assistant Director,  
Pam Shinault.....310-288-2265  
[pshinault@beverlyhills.org](mailto:pshinault@beverlyhills.org)

**Plan Review and Building Inspection**  
Dep. Building Official,  
David Yelton.....310-285-1143

**Recreation & Parks Registration**  
Contact, Evelyn Ruiz.....310-285-6851  
[bhreg@beverlyhills.org](mailto:bhreg@beverlyhills.org)

**Real Estate & Economic Sustainability**  
Assistant to the City Manager,  
Timothy Hou.....310-285-1037  
[thou@beverlyhills.org](mailto:thou@beverlyhills.org)

**Policy Management.....310-285-1014**

**Police Department**  
Chief, Sandra Spagnoli.....310-285-2111  
[sspagnoli@beverlyhills.org](mailto:sspagnoli@beverlyhills.org)

**Transportation**  
Director, Aaron Kunz.....310-285-1128  
[transportation@beverlyhills.org](mailto:transportation@beverlyhills.org)

**Urban Design**  
Urban Designer, Mark Odell.....310-285-1116  
[modell@beverlyhills.org](mailto:model@beverlyhills.org)



**Other Important Contact Information**

In an Emergency:

Dial 9-1-1

Beverly Hills Fire Department Non-Emergency Number:

(310) 550-4900

Beverly Hills Police Department Non-Emergency Number:

(310) 550-4951

Beverly Hills Ambassadors:

(424) 302-1487



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## Other Businesses Resources

### **Beverly Hill Chamber of Commerce**

9400 South Santa Monica Blvd., 2<sup>nd</sup> Floor  
Beverly Hills, CA 90210  
(310) 248-1000  
[www.beverlyhillschamber.com](http://www.beverlyhillschamber.com)

The Chamber of Commerce provides a wide variety of business resources, including educational materials and seminars, industry networking events, government advocacy, business attraction and retention and economic development services.

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### **Beverly Hills Conference and Visitors Bureau**

9400 South Santa Monica Blvd., 1<sup>st</sup> Floor  
Beverly Hills, CA 90210  
(310) 248-1015  
[www.lovebeverlyhills.com](http://www.lovebeverlyhills.com)

The Beverly Hills Conference and Visitors Bureau (BHCVB) is the City's destination marketing organization with resources for visitors, members of the media, and travel trade.

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### **Los Angeles Economic Development Corporation**

444 South Flower Street, Suite 3700  
Los Angeles, CA 90071  
(213) 622-4300  
[www.laedc.org](http://www.laedc.org)

The Los Angeles Economic Development Corporation promotes economic development and a strong economy in the Los Angeles region and has a number of resources businesses can utilize.

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