



CHAMBER  
of  
COMMERCE

**Via Email Only**

October 29, 2020

Honorable Mayor Lester Friedman & Beverly Hills City Council  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Re: Support for Extending OpenBH Program

Dear Mayor Friedman and Members of the Beverly Hills City Council:

We write to you in regards to the City's OpenBH program which our Chamber is fully supportive of. The OpenBH program is an important lifeline for our businesses, particularly restaurants, and a great success in providing these businesses additional space to operate. It is essential that this program continue as it is helping to pump life into our streets and businesses.

We write to you to request that you formally extend the OpenBH program until at least December 31, 2021. Although we understand there are no plans to end the program, permits are currently issued by the City on a month to month basis.

Formally extending the program has a number of benefits. Several businesses have expressed concern over investing in outdoor seating or other infrastructure if the OpenBH program (or the permit they were issued) can theoretically be ended on one month's notice. Extending the program will give more certainty and confidence to businesses to invest money in extending their outdoor presence and to encourage them to put up first rate infrastructure with the knowledge that it can remain up for a substantial period of time.

Additionally, the OpenBH program has created a more lively and walkable outdoor experience in our City and a sense of connection where people can safely connect and see each other during this difficult time. We believe this program has long term merit and that the City should consider extending it beyond the duration of the pandemic as a way to attract shoppers, diners and others to a more dynamic streetscape.

We ask that you consider this request at an upcoming City Council meeting and look forward to continuing to work with you to enhance our City.

Sincerely,

A handwritten signature in black ink, appearing to read 'Todd Johnson', with a long horizontal flourish extending to the right.

Todd Johnson  
President and CEO  
Beverly Hills Chamber of Commerce