



CHAMBER  
of  
COMMERCE

**Via Email Only**

February 9, 2021

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

Re: Beverly Hills Economic Sustainability Plan

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

We thank the City Council, staff and stakeholders for their work in putting together an updated Economic Sustainability Plan. As we look to recover from the pandemic, it will be important to identify ways to continue to encourage people to work, live in and visit our great community. The plan contains a number of important and exciting ideas, including a continued focus on attracting and retaining top tier businesses, planning for the future LA Metro subway stations, and looking at ways to continue successful programs such as OpenBH and other strategies to enhance our business environment.

Thank you for your continued focus on these important issues and we look forward to working with you in the months ahead.

Sincerely,

A handwritten signature in black ink, appearing to read "Todd Johnson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Todd Johnson  
President and CEO  
Beverly Hills Chamber of Commerce