



December 1, 2020

Honorable Mayor and City Council
Beverly Hills City Hall
455 N. Rexford Drive
Beverly Hills, CA 90210

Dear Honorable Mayor Friedman and Members of the City Council:

The Beverly Hills Chamber of Commerce, Conference and Visitors Bureau (BHCVB) and the Rodeo Drive Committee are writing to express our concern regarding the most recent LA County Health orders closing outdoor dining and reducing capacity at our city's retailers.

While the health and safety of our community and our guests continue to be the number one priority for all of us, there has been little scientific evidence presented which corroborates that outdoor seating at restaurants is a contributing factor to the current surge of Covid-19 cases.

As you can imagine, this shut down couldn't come at a worse time of year. The revenue generated during the holiday season keeps many of our city's businesses prospering for the entire year. This recent order has reduced both existing and future reservations at our hotels by as much as sixty percent, plummeting occupancies back to single digits. Restaurants who have spent countless hours and thousands of dollars ensuring compliance with new protocol are now questioning their ability to stay in business permanently. Additionally retailers are permanently closing at an alarming rate with commercial vacancies increasing as well.

One of the biggest concerns that we have is that this order results in our businesses having to lay off hundreds of employees, creating economic hardship for families that are just now getting back on their feet.

What makes this even more challenging is that counties (and Pasadena) all around us are operating as we were before these most recent orders and are thriving while our city is floundering, as all of our customers would rather go to a location where they can stay, shop and dine.

We support any effort made by Beverly Hills City Council in evaluating opportunities to challenge Los Angeles County Board of Supervisors' decision so that we can better balance the economic health of our business community with the physical health of our patrons as outlined in the protocol we were already following set forth by the State of California.

Sincerely,

Todd Johnson
President & CEO
Beverly Hills
Chamber of Commerce

Julie Wagner
CEO
Beverly Hills
Conference & Visitors Bureau

Nicola Cagliata
President
Rodeo Drive Committee

cc: George Chavez
Beverly Hills Chamber of Commerce Board of Directors
Beverly Hills Conference & Visitors Bureau Board of Directors
Rodeo Drive Committee Board of Directors