



Beverly Hills

BUSINESS ATTRACTION GUIDE

A Unique City With A Big Footprint



WORLD-RENOWNED
BRAND



5.7 SQUARE MILES
IN THE HEART OF
L.A. COUNTY



FOUR FIVE-STAR
HOTELS & ONE
FOUR-STAR



INTERNATIONAL
BEACON OF STYLE
& GLAMOUR



GREAT COMMUNITY
TO WORK, LIVE, AND
VISIT WITH OVER
31K RESIDENTS



4 MICHELIN-KEYED
HOTELS & 16
TOTAL HOTELS



\$1.75B IN REVENUE
GENERATED FOR
BUSINESSES BY TOURISTS



4.9 MILLION
VISITORS AS
OF 2023



2 MICHELIN-
STARRED
RESTAURANTS



ENTERTAINMENT
INDUSTRY HUB



BUSINESSES OF
ALL TYPES & SIZES



ART, MUSEUMS
AND CULTURAL
DESTINATIONS

TOP REASONS TO BE IN BEVERLY HILLS



Beverly Hills

Opportunity ▶
People ▶
Advocacy ▶
Special Magic ▶
Vibrance ▶



OPPORTUNITY

An Economic Powerhouse Rapidly Evolving

Beverly Hills is a prime location that delivers a steady stream of customers—through good times & better.





OPPORTUNITY



Beverly Hills

Endurance

No matter what's happening in L.A., the state, or the world, our City is always stable and thriving. And we have plenty of available and affordable commercial real estate ready to lease. That's why we have neighborhood businesses still thriving after 100 years.

“You have the international validation of a luxury brand—and at the same time, local community support.”

VICKY MENSE

Owner, Xi'an Restaurant





OPPORTUNITY



Beverly Hills

Promotion

Beverly Hills promotes its businesses through multiple programs:

- Ribbon Cuttings
- Open Air Dining (enhanced open air dining program)
- Now BH (shop local program)

“The wonderful thing about Beverly Hills is we’re very much an oasis in the center of Los Angeles County—and because we have our own government and our own funding and our own business sector, everything is done differently.”

JULIE WAGNER,
CEO, Beverly Hills Conference & Visitors Bureau



OPPORTUNITY



In The Works

There's a big influx of new businesses—especially dining & retail:



ONE BEVERLY HILLS—
MULTIBILLION-DOLLAR
CONDO/ MIXED-USE
RESORT COMPLEX



STREETSCAPE
ENHANCEMENTS



REDEVELOPMENT
OF MAJOR RETAIL
SPACES



2 NEW METRO
SUBWAY STOPS

16 Hotels (8 luxury-rated) | 4 Five-Star Hotels | 2 Michelin-starred Restaurants

PEOPLE

Beverly Hills Has Everyone Your Business Needs for Success

Beverly Hills gives you a steady supply of loyal customers with spending power & the workforce to serve them.





PEOPLE



Beverly Hills

Potent Combination

What makes our City a vibrant commercial hub? The people:

- Affluent Residents
- Local Day Visitors
- Global Tourists
- High-Skilled Workers Who Live Nearby

“The people who spend money in Beverly Hills—
and enjoy being here—are from all walks of life.”

HOUMAN MAHBOUBI

Senior Vice President, Retail, CBRE



Power in Numbers:



SPENDING POWER

\$107K Beverly Hills

\$68K USA

Our median household income is **57%** above national average.



POPULATION BOOM—DAILY

32K Residents

200K Daytime Population

Tourists & business people increase our daytime population **fivefold**.

“The clientele in Beverly Hills are terrific. They’re loyal—and they want to support the businesses within their community.”

KATHLEEN CHAPMAN, SVP/Beverly Hills Regional Manager, Torrey Pines Bank





PEOPLE



Beverly Hills

Beverly Hills Personality

It's not just about numbers. Beverly Hills clients are all about:

- Discernment
- Relationships
- Habits & Rituals—Like Favorite Tables
- Quality
- Loyalty

Once you've earned their respect & trust, they'll stick with you—through thick & thin.

“It's a very, very down-to-earth town with a luxury name.”

GIORGIO SEASE

Executive General Manager,
The Grill on the Alley



ADVOCACY

We Give Your Business the Red Carpet—Not Red Tape

We've heard the stories about California—that it's not business-friendly. So, let's get one thing straight: Beverly Hills is business-friendly. We help businesses of all types and sizes to open quickly and efficiently.



Setting The Record Straight



“I’ve built three stores in this town as well as stores out of town, and the difference is astronomical. You couldn’t ask for a better partner than the City of Beverly Hills.”

TOM BLUMENTHAL

President & CEO, Geary’s



“Recognizing the pivotal role of businesses within the community, the City of Beverly Hills highlights its profound expertise and comprehensive services by furnishing steadfast support to its valued stakeholders.”

DAVID MIRHAROONI

President of Brick Star Capital LLC

Streamline & Save

City Hall has been overhauling its business permitting to:



STREAMLINE THE PROCESS

Lowering costs & greater convenience for our businesses.



GET BUSINESSES OPEN FAST

With our Permit Restaurant Express Program, we grant restaurant permits within **70 days**.



ADVOCACY



Beverly Hills

Your Concierge

Staff at the Chamber of Commerce & City Hall guide you through—

- Permitting
- Compliance
- Processes
- Networking

“We’re here to be your concierge. We want your doors open as quickly as possible.”

TODD JOHNSON

President & CEO, Beverly Hills Chamber of Commerce





ADVOCACY



Beverly Hills

Beauty & Security

We work hard to create an environment perfect for doing business. Beverly Hills is safe, clean, & well-maintained. And we keep up appearances—with vigilant tree trimming, street cleaning, & road repair.



Police Emergency
Response Time

OUR EMERGENCY RESPONSE
TIMES ARE AMONG THE
FASTEST IN THE NATION.



Fire Emergency
Response Time

SPECIAL MAGIC

We've Got the “It” Factor

Our brand magic is your brand magic. Embrace it.





SPECIAL MAGIC



Beverly Hills

Contagious Appeal

The Beverly Hills brand has a magical attraction. Your brand can tap into this magic—especially helpful to new brands, or local ones looking to go national or international.

“You say “Beverly Hills” anywhere in the world, and I guarantee someone’s going to know where you’re talking about.”

JONATHAN DURANTE

SVP, Private Client Group Director Flagstar Bank





SPECIAL MAGIC



Beverly Hills

Magnetism

Beverly Hills is an iconic brand—symbolizing glamour & success. It pulls people in—from every corner of L.A. and the globe. Everyone wants to:

- Shop here
- Eat here
- Play here
- Be seen here

“What attracts people to the captivating world of Beverly Hills, is the allure of high-end shopping, exquisite 5-star accommodations, one-of-a-kind dining and a glamorous ambiance that effortlessly blend with the wonderful 100-year history of the city and its people, creating an enchanting memorable experience that is truly unlike any other.”

DEANNE YAMADA,
Director of Leisure Sales, Beverly Hills Convention and Visitors Bureaus



VIBRANCE

It's Time to
Rediscover
Beverly Hills.





VIBRANCE



Beverly Hills

New Attitude

We've kept our traditional charms—but added:

- Nightlife
- Innovative retail
- Unique dining
- Pedestrian bustle

And we'll soon have two Metro subway stops.

“Now, when I am planning a dinner party with my friends at night, I don't want to go to other cities—there are so many amazing places right here.”

KATHY GOHARI

Vice President, Rodeo Drive Committee





VIBRANCE



Beverly Hills

The New Beverly Hills

This change didn't just happen. We made it happen—through City initiatives:

- Stimulating nighttime commerce
- Reducing business costs
- Drawing crowds with special events

“Now—Beverly Hills is vibrant! You walk around at night and it's the place to be.”

KELLY SCOTT

Partner, Ervin Cohen & Jessup LLP



VIBRANCE



We Have It All

Beverly Hills is built on a legacy of successful business—and continuing to support our businesses is how we'll pave our future. Some of our more well-known business districts are:



GOLDEN
TRIANGLE



SOUTH
BEVERLY



WILSHIRE
BLVD



SOUTHEAST

VIBRANCE



Something for Everybody

Beverly Hills is proud of its green space, including 9 parks, 7 mini parks, a dog park, and historic Greystone Mansion. We also host a number of events that draw residents and visitors from across Southern California.



GREEN SPACES
& GARDENS



WEEKLY
FARMERS' MARKET



BEVERLY HILLS
ART SHOW



CONCERTS
ON CAÑON

CONTACT



Beverly Hills

It's Time To Open In Beverly Hills

LET'S GET STARTED

communications@beverlyhillschamber.com

