



# 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



THREE FIVE-STAR  
HOTELS & TWO  
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



4.4 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

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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

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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



ONE NEW METRO SUBWAY  
STOP NOW OPEN, NEXT 2027

16 Hotels (8 luxury-rated) | 3 Five-Star Hotels | 2 Four-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

**31K** Residents

**200K** Daytime Population

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

“As a renowned luxury travel destination, with its famously affluent residents, and as a prized location for corporate offices, Beverly Hills is among the very best business, retail and restaurant environments worldwide.”

**CHRISTOPHER V. BONBRIGHT**

Managing Director and Principal of Avison Young





## 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
- Attainable Luxury

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

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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

# Safety & Scenery

We work hard to create a great environment for doing business. Beverly Hills is safe, clean, & well-maintained. And we keep up appearances—with vigilant tree trimming, street cleaning, & road repair. Safety and security is the number one priority at a high level and biggest line item.



Police Emergency  
Response Time

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



Fire Emergency  
Response Time

SPECIAL MAGIC

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# We've Got the “It” Factor

Our brand magic is your brand magic. Embrace it.





## SPECIAL MAGIC

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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, Citizens Private Bank





## SPECIAL MAGIC

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Beverly Hills

# The Brand

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

“Beverly Hills is continuously evolving and will remain a destination for luxury experiences. We are home to the world’s leading luxury brands; there are deep connections with art and culture here. From the one-of-a-kind architecture and outstanding art installations to the iconic palm trees, Rodeo Drive is and will always be the intersection of Luxury, Fashion, and Entertainment.”

**KAY MONICA ROSE**

Managing Director of Auto Vault Storage



VIBRANCE

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It's Time to  
Discover  
Beverly Hills.





VIBRANCE



Beverly Hills

# New Attitude

We've kept our traditional charms—but added:

- Nightlife
- Innovative retail
- Unique dining
- Pedestrian bustle

One New Metro Subway Now Open, Next 2027

“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**

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



SOUTH  
EAST

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](mailto:communications@beverlyhillschamber.com)

