

Engaging the Next Generation of Community Leaders in Beverly Hills

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Why Do This

- ❖ New energy
- ❖ Attract Millennials
- ❖ Change City's image for new generation
- ❖ Develop new community leaders
- ❖ Boost civic engagement





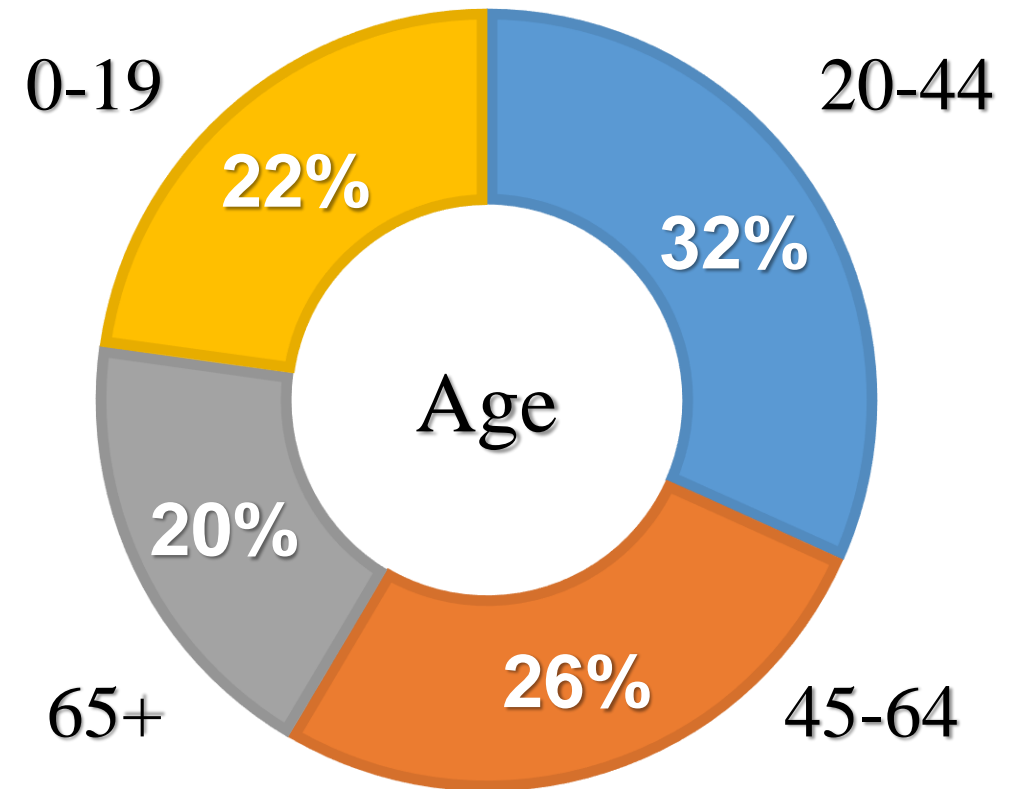
The Problem

Perceptions

- ❖ “Beverly Hills is an old town”
- ❖ “Beverly Hills is just for the wealthy”

Statistics

- ❖ Median Age: 42
- ❖ Largest cohort under 45
- ❖ 56% renters (46% LA County)



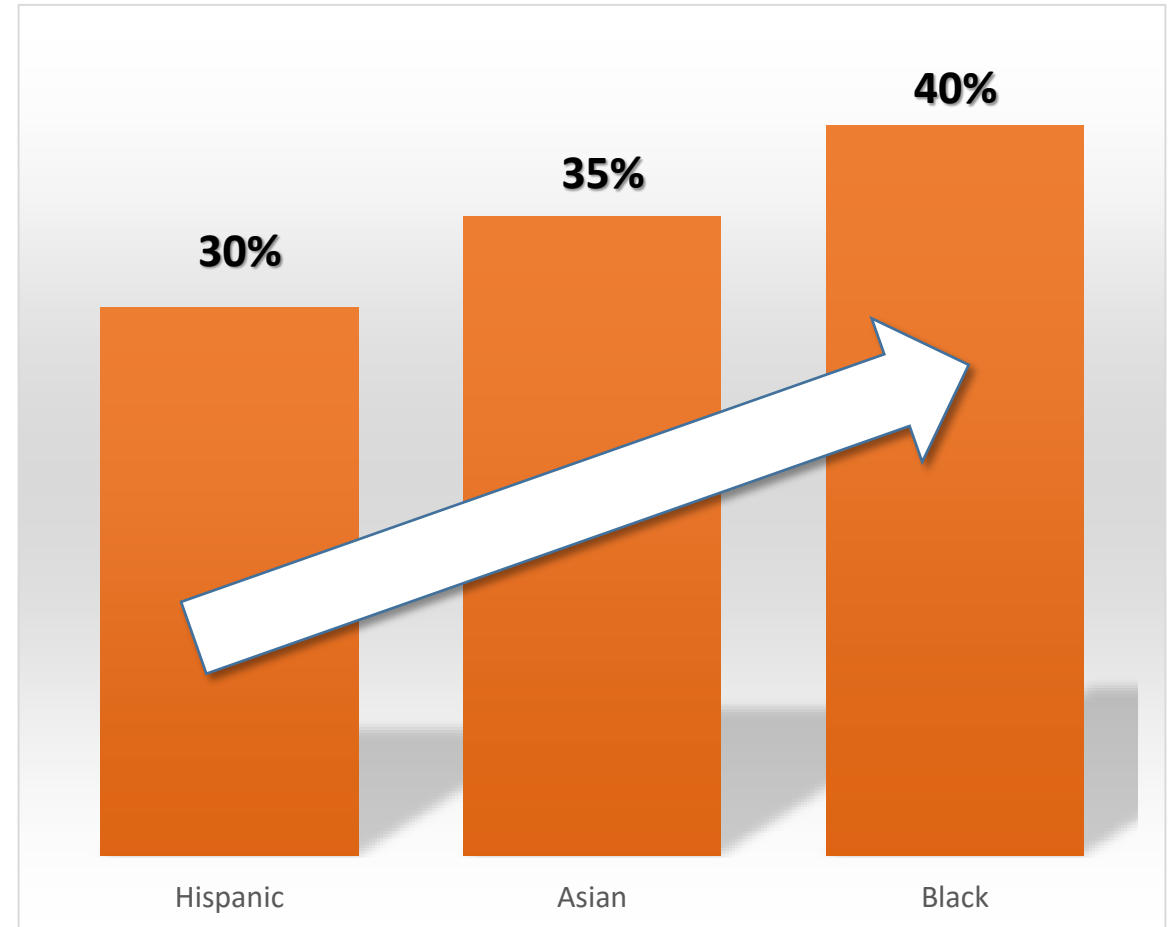


Demographic Shifts

Growth in Diversity

Since 2000:

- ❖ Latino residents ↑ 30%
- ❖ Asian residents ↑ 35%
- ❖ Black residents ↑ 40%





The Solution: Engagement

NEXT

1. You don't know what you don't know
2. Let the front line drive the initiative
3. Identify early leaders
4. Find the right name

Next Beverly Hills Committee

5. Define mission
6. Tailor the brand to symbolize mission





Priorities

- ❖ Housing
- ❖ Diverse dining culture
- ❖ Walkable neighborhoods
- ❖ Multi-modal transportation
- ❖ Vibrant nightlife
- ❖ Leadership development





- ❖ Next Night block party: The Committee's launch event
- ❖ Housing
- ❖ Community Liaisons

Committee Initiatives





Challenges & Lessons

- ❖ It's not a straight line
- ❖ Finding leaders of leaders
- ❖ Group efficacy vs. City rules
- ❖ Change management
- ❖ Actionable initiatives
- ❖ Maintain political traction





162 likes

nextbeverlyhills Introducing #peopleofbeverlyhills "I'm originally from Omaha, NE and have lived all over the midwest, but something was always missing. When I came to visit LA, I quickly realized it was the

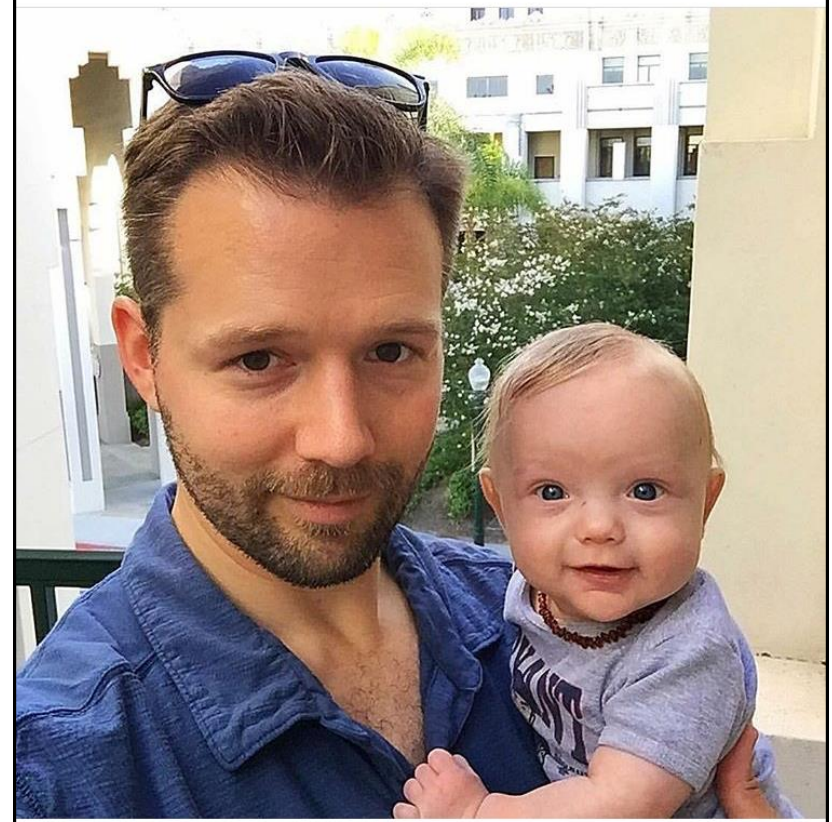


99 likes

nextbeverlyhills "Growing up in San Francisco, I'd always dreamed of living in a small town with a tight-knit community where everyone knew each other and treated each other like family, and I've realized my

Program Success

#PeopleofBeverlyHills



229 likes

nextbeverlyhills "7 years ago my wife and I moved here for work - we picked Beverly Hills as we can both walk from home. That it's a safe, walk-able community and neighbors we have gotten to know

Program Success

Next Night 2016





NEXT NIGHT

A NIGHT BLOCK PARTY PRESENTED BY NEXT BEVERLY HILLS

SOUTH BEVERLY DRIVE

SATURDAY, SEPTEMBER 23rd

6:00PM - 11:00PM



Program Success

Beverly Hills Open Later Days





NEXT



Next Beverly Hills is a committee of talented young leaders chartered by the Mayor and the City of Beverly Hills to engage residents between the ages of 25 and 45 through innovative initiatives that address their **lifestyle, economic and civic needs**, and to inspire them to make Beverly Hills a **better place for all**.