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Bosse's 'B.O.L.D' Initiative Gains Support Among Key Retailers

By Victoria Talbot

Beverly Hills Mayor Lili Bosse presented her bold new plan to a largely supportive group this week at a meeting of the Rodeo Drive Committee at The Beverly Wilshire.

B.O.L.D is an acronym for "Business Open Later Days," a signature initiative of Bosse's second term as mayor as Beverly Hills seeks to gain parity with a host of new retail competition.

At the meeting, Bosse reported that some retailers

suggested that the move to keep stores open later was "long overdue."

Beverly Hills shops close early in the evening, prompting general managers of the City's 30 hotels to send their guests to other shopping centers to dine and shop.

The City's businesses are weathering a storm of rent increases, report retailers. Some businesses are closing their doors and empty storefronts are raising the specter of

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NETWORK EXPERTS—Beverly Hills-based Network Experts celebrated its 15th anniversary on April 27. Pictured is Founder/CEO Issac Boudaie and Mayor Lili Bosse. Network Experts has provided complete technology solutions and home automation to Beverly Hills and Los Angeles area businesses and homes Since late 2001.

OPEN LATER

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economic decline, as taxes fuel the City's economy.

The City is also suffering from unprecedented construction and traffic delays as the City grapples with the Santa Monica Blvd. reconstruction traffic at the same time as Metro construction proceeds on the Purple Line Extension at Rodeo Drive and La Cienega and Wilshire.

Competition has become stiff; many retail shopping malls are upping the ante with remodeling, including the Beverly Center and the Century City Westfield mall, which are open later hours to accommodate after-dinner shoppers.

"The Rodeo Drive Committee and Mayor Lili Bosse had a very productive meeting this week regarding her city wide B.O.L.D. initiative to restore the vitality of Beverly Hills as an evening destination. Our members, the retail businesses that comprise Rodeo Drive, appreciate and support the mayor's passion and vision for this program, and we look forward to a successful partnership with Mayor Bosse and the City of Beverly Hills," said Mark Tronstein, Rodeo Drive Committee President.

Of special concern are the

late-night shoppers who are visiting from overseas, forced to leave the City to dine and shop in the evening as may be the custom in their homes, say City officials. Bosse and former Mayor Nancy Krasne, who have an excellent relationship with retailers on Rodeo Drive, have tried to persuade businesses to stay open later for several years.

Bosse is committed to succeeding at persuading retailers. If the businesses commit, she says the City has funding for a kick-off event that could include an evening Walk with the Mayor, as well as other events that celebrate evening activities and promote shopping.

"I am optimistic that finally, after years and years of talking about it, Beverly Hills will be embracing my BOLD initiative. Today at the Rodeo Drive committee meeting, the full house of business leaders seemed to be willing to try it. We all agree that Beverly Hills needs to create an experience so that people will stay in Beverly Hills to shop and dine. Business Open Later Days (BOLD) is an 'A' priority for the city council this year. I know the City's partnership with the business community will show the world that Beverly Hills is the place to be and that it is open to enjoy past 6 p.m.," said Bosse.