

Manhattan Beach Chamber of Commerce

City Council
Fourth Quarter Update



2013-2014 Agreement

- **Create Partnerships with the local business community to facilitate the city's economic development.**
 - Identify development opportunities in the key business districts
 - Develop Familiarization tour program.
 - Facilitate leakage study.
 - Host economic forum.

Community Partnerships

- **Downtown**

- Actively engaged in proper zoning and use issues with planning commission and city council.
- Helped bring the issue to this years strategic plan as well.
- Formalizing potential marketing and planning partnership for downtown.
- Have had discussions with several vendors who could expand on the existing trolley program.
- Starting quarterly business publication to reach local residents.

Community Partnerships

- **North end**

- Actively engaged in proper zoning and use issues with planning commission and city council.
- Formalizing potential marketing and planning partnership for.
- Expanded trolley program could also benefit the north end.
- Starting quarterly business publication.

FAM Tours

FAM TOURS: Familiarization Tours help “buyers” of products and services in a specific area become form relationships with suppliers

- What does a FAM TOUR do?

- Create opportunity for supplier to meet buyers and get acquainted in face-to-face meetings
- Introduce venues for corporate events, reunions, VIP parties, overnights, etc.
- Allow for supplier to SHOWCASE their products and services direct to buyer
- Experiential sales
- Suppliers can share updates, collateral, samples, etc.
- Keeps destination and products/service top of mind

- What sort of “buyers”/”supplier” participate?

Buyers:

- Destination Management Companies (DMCs)
- Tour Operators (domestic and international)
- Corporations
- Incentive Travel Operators

Suppliers:

- Hotels
- Attractions
- Spas
- Restaurants/Bars



Itinerary

**Australian Travel Group
FAM Itinerary
September 11-13, 2014**

Manhattan Beach Site Inspections

- 2PM – arrival to MB Chamber of Commerce
- 2.15PM – Trilogy Day Spa (site and mini-treatments on roof terrace)
- 3.05PM – walk to Shade Hotel (site Shade and Metlox)
- 3.35PM – walk downtown MB (site venue/local restaurants/shops)
- 3.45PM – Site inspection of Strandhouse
- 4.15PM – Walk to Nikau Kai
- 5.05PM – Depart for MB Marriott (happy hour and site inspection)
- 6.00PM – Depart



What's next

- Promote event spaces and hotels to DMC's
 - 360° DMC
 - West Coast Connections
 - Access DMC
- Help hotels contract for luxury FIT business
 - i.e. Intro between Shade Hotel and Trailfinders (luxury tour operator out of United Kingdom)

Economic Forum

- Brought together community leaders from:
 - Pasadena
 - Culver City
 - Los Angeles
- Benefitted from Economic Development Leaders in:
 - Real Estate
 - Banking
 - Land Use
 - Commercial Mix



MB MANHATTAN BEACH CHAMBER'S
Economic Forum
Residential and Commercial Communities Playing in
the Same Sand Box

Register early for this event, which will sell out quickly!
Come hear Director Perry share her vision, expertise
and challenges on the directions taken to revitalize Los
Angeles – and how every business and resident plays a
vital role in creating a thriving local economy.

Moderator:
MARTY SHELTON
VP of NAI Capital

PANEL 1

ROBERT MONTANO
Project Manager
Business/Retail

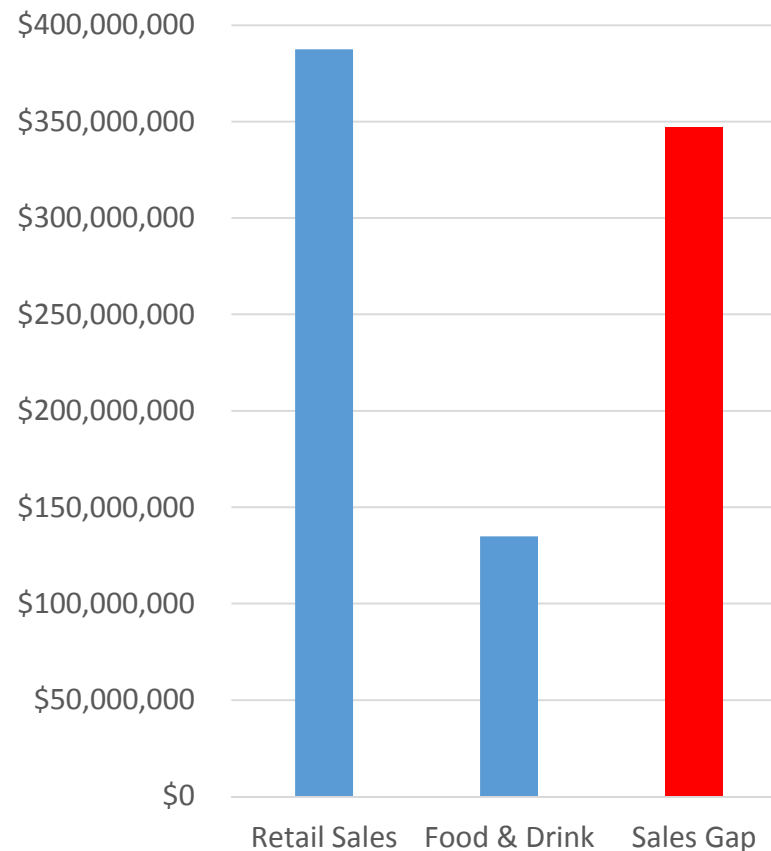
DAVID CARMANY
City Manager
for the

MB MANHATTAN BEACH

2014 Gap Analysis

- **Gap Analysis**

- Potential Taxable Sales
\$854,239,085
- Total Taxable Sales
\$502,085,196
 - Retail Taxable Sales
\$383,399,652
 - Food & Drink Sales
\$131,861,139
- Net Sales Gap
\$352,153,889
 - Retail Sales Gap
\$339,237,325
 - Food & Drink Gap
(\$4,012,499)



2013-2014 Agreement

- Develop Manhattan Beach Visitors Bureau
- Continued Development Of www.ManhattanBeachChamber.com
- Develop Manhattan Beach sizzle reel to aid in selling of the city.

Manhattan Beach Visitors Bureau

- **Helped organize hotel community into proposed MBHBID.**
 - Hotels would self assess to develop ingoing marketing budget used to promote the City of Manhattan Beach.
 - 2% proposed assessment.
 - Five year development agreement.
 - Budget would be roughly \$600,000 first year.
 - Working with smaller hotels to develop all encompassing plan.
 - Working on regional video as sales tool.



Website Enhancement

- Continued focus on enhancing offerings.
 - Provided enhanced listings.
 - Held training seminar to educate users on benefits.
 - Economic Development Tab to include business demographic tool
 - Building classified section.
 - Launched Manhattan Beach Hot Deals App

The screenshot displays the Manhattan Beach Chamber of Commerce website. At the top, the logo for Manhattan Beach (MB) is visible, along with navigation links for Stay, Dine, Shop, Play, News, Manhattan Beach, Chamber, Membership, and Economic Development. A search bar is located on the right. Below the navigation, there are tabs for About, Highlights, Media, and Map. The main content area features a listing for "Birdaria Home & Gift". The listing includes the business logo, address (2711 N. Sepulveda Blvd. #164, Manhattan Beach, CA 90266), phone number (1-800-545-2108), and buttons for "Visit Website" and "Request Info". Social media icons for LinkedIn, Facebook, and Twitter are also present. A large image shows a display of books with the word "BELIEVE" on them. Below the main image is a carousel of smaller images. At the bottom of the page, there are sections for "Subscribe to Newsletter", "Contact Us" (with address and phone number), and "Recent Facebook posts" (with three posts).

Manhattan Beach Video

- Developing two video reels for Manhattan Beach
 - Video will be chaptered
 - Play
 - Stay
 - Shop
 - Dine
 - One approximately ten minutes in length to be used for the trolley
 - Highlighting what to do and see when passengers arrive here in Manhattan Beach
 - The second to be used in sales and marketing materials
 - Meeting planners and travel association focus
 - Can be cut to various lengths depending on use



2013-2014 Agreement

- Promote and implement economic development of Manhattan Beach by increasing visits from business travelers and visitors.
 - Increase transient occupancy tax by attracting meeting business.
 - Participate in 2 to 3 industry trade shows.
 - Host local concierge event .
 - Develop software for mobile viewing of Chamber website.

2014 Trade Show Schedule

- **February**
 - **International Travel Association- Los Angeles**
 - Focused on domestic drive market.
 - 2,500 Attendees
- **May**
 - **ICSC- Las Vegas**
 - Focused on retail recruitment and retention
 - 10,000 projected attendees
- **August**
 - **Meetings West-Denver**
 - Focused on buyers for the west coast market
 - 3,000 Attendees

Mobile Viewing Platform

- **Digital Touchscreen Kiosks**
 - Will be adding first in June 2014 in Chamber building
 - Possibly launch two to three more throughout year
 - Looking for possible locations
 - Will work with city and local organizations to house units
- **Mobile App has been deployed**
 - Window decals to highlight program
 - To come after Beta Testing period complete
 - App Store downloadable
 - Google Play and iTunes
 - Built in mapping and special offers features



Kiosk Map

