



MANHATTAN BEACH

CITY CONTRACT TASKS:

INCLUDES TOP SPONSORSHIP LEVELS FOR ALL EVENTS AND PROGRAMS:

\$60,000 annual fee to the Manhattan Beach Chamber of Commerce

GOAL: To be a pro-active advocate for the city's short term and long-term priorities for local business, retail growth and community enrichment. All MB Chamber events and activities will be branded with the city logo next to the chamber logo. The chamber will be a contracted department that can be utilized by all city departments in building awareness for any initiatives related to our business community.

ROI: There will be an annual meeting with the city and council to review progress and completion of deliverables and goals committed to by the MBCC.

DELIVERABLES:

- Regular educational seminars & workshops for ALL local business featuring guest speakers, business experts (some from the Small Business Development Center at El Camino College), meet & greets with city and elected officials. We would like to do more of these for our local business yet there is a production cost. Most of our small businesses need to pick and choose based on budget. We will offer more seminars and offer for **FREE** to ALL local business.
- We will provide a non-voting (to uphold the integrity of an independent entity) seat on the MBCC Board of Directors. Our financial records would be open for review.
- When relevant we will offer Legislative Affairs detail regarding state bills that may impact our local business. We will make regular reports to council and city dept heads on these various issues.
- A hospitality committee of local hotels in Manhattan Beach. We will set up quarterly meetings to include hotels in MB to discuss best practices, needs, concerns.
- Bi-annual town hall forums with local business to meet elected local, county and state officials. (In addition to the annual State of the City.)
- Annual Destination Guide and Quarterly Business Journal promoting the city. The city will be guaranteed one local article within the Destination Guide and one article per Business Journal. (We would like the article to match the theme of that issue of the MBCC Business Journal)



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- Development of comprehensive visitor-oriented map that has been asked for by the city's hospitality community. This map would plot businesses on all commercial streets in the City and provide information for visitors. We are already working on this with the city and an outside vendor.
- Bike & running map. Our hospitality committee will help fund this effort for a separate running/biking map of the South Bay. The MB Chamber will coordinate that effort.

POTENTIAL DELIVERABLES FOR REVIEW:

- We will explore the cost of revising our website with a visitor function that is separate from the member information. We could call the visitor area "DiscoverMB". It would not be promoted as a CVB initiative. Only a resource for those visiting our city.
- MB Chamber can handle additional duties such as passport photos. It was mentioned the city was considering offering passport photos. We are not sure what that entails yet maybe that can be something the chamber does.
- There was discussion about doing away with Earth Day. Perhaps the MB Chamber could partner with the city to keep that program going. We do not have the budget details so not sure what all this involves.
- Downtown Holiday lights. We used to handle this in the past. It was dropped.

ON-GOING DAY TO DAY:

- Regular communication with our local organizations/groups re city priorities and events. We can be a champion for the city at weekly public functions with local business and associations.
- The MB Chamber can be a strong marketing arm for the city. Support city departments via our website, social media, email blasts, newsletter with city press releases, fliers, ie Parks&Rec, environmental initiatives, etc.
- Continue to promote the city and chamber partnerships with business leaders in the South Bay such as BCHD, MBEF, Sketchers, Chevron, etc. Be a strong advocate for city initiatives.
- The city funding would include the MB city logo on all advertise-market-promotion of MB Chamber projects, events, ie Best of Manhattan, State of the City, Bite at the Beach, seminars, forums.
- Be a go-to group to research business related city projects. ie: Sepulveda vs Pacific Coast Highway.



MANHATTAN BEACH

Act as a representative of the city and its efforts with economic growth.

Be a proactive face and cheerleader for the City of Manhattan Beach with local business.

I believe we can be a force in creating a great perception of our city among our economic drivers.

We are very open to any other suggestions on how we can be of service to help our city prosper.

Mark Lipps

President & CEO

Manhattan Beach Chamber of Commerce