

Manhattan Beach Chamber of Commerce/City of Manhattan Beach 2024-25 Annual Work Plan Update

Introduction:

The Manhattan Beach Chamber of Commerce (MBCC) values its relationship with the City of Manhattan Beach and understands its role in supporting the economic vitality of our community by advocating for businesses, promoting business growth and development, and improving the quality of life in the community. During Fiscal Year (FY) 2024-2025 the MBCC highlights the following accomplishments: 1) Completed three quarterly publications of MB Pier Review, a community newspaper sent directly to all Manhattan Beach residents, businesses, and chamber members 2) Continued its partnership/contract with the North Manhattan Beach Business Improvement District (NMBBID) for Management Services, 3) Facilitated the Mayor's Lunch as an event for the mayor to deliver a message to the community. 4) Hosted the "Permit Breakfast" with previously Acting and now current City Manager Talyn Mirzakhian to facilitate an important communication pipeline to the community, 5) Managed a Preschool Fair in partnership with Beach Cities Health District at AdventurePlex and 6) Conducted the annual State of the City event.

The Chamber remained active with numerous Ribbon Cuttings taking place and the reinvigoration of the Ambassador Committee.

The former Chamber CEO resigned in mid-January and the Chamber Board of Directors hired a replacement in late June, 2025

I. Local Marketing Programs

Location Analytics and Marketing – Placer.ai contract expired; discussion is underway to renew the contract under the new CEO.

Business Education and Engagement:

Young Entrepreneurs Academy (YEA) Investor Panel (COMPLETE) This Year's class of Young Entrepreneurs included 22 participants. The Investor Panel heard pitches from the students and awarded \$7,000 in seed money to allow students to pursue starting a business. Community businesses were engaged by providing mentors and speakers to the program.

Breakfast Learning Seminar – "Tips for Navigating City Permits Successfully" (COMPLETE) Seminar for businesses to meet city officials and learn directly from the Acting City Manager how to most effectively accomplish tasks that require permits.

II. City Sponsored Events

Mayor's Lunch (Task Status – COMPLETE) Working with City Staff, the Chamber developed and implemented a Mayor's Lunch held at Tin Roof Bistro in August 7, 2024. Approximately 100 individuals attended the event and Mayor Franklin discussed pertinent Manhattan Beach topics including a question-and answer time. In accordance with the Contract and "Sponsor" Level \$5,000 Benefits, the City of Manhattan Beach received Twenty Tickets, Logo on all printed and digital media, and Dedicated and Branded Email Blast.

State of the City (COMPLETE) Working with City Staff, the Chamber produced the State of the City Event on April 29, 2025 at American Martyrs O'Donnell Hall. The venue was spacious and provided excellent A/V capabilities, along with a pleasant indoor/outdoor area for attendees to mingle before and after the event. Guest feedback

was very positive and attendance was strong.

Community Preschool Fair/Expo (COMPLETE)

This event raised awareness for families of the preschool services available in the Manhattan Beach Community. 12 of the city's 16 preschools attended and allowed parents with young children to meet the program directors in one meeting, while providing an element of entertainment for the children at AdventurePlex, allowing greater focus on the Expo.

Report Provided by CEO, Jill Lamkin