

# Manhattan Beach Chamber of Commerce

City Council

November 5, 2013



# 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 downtown.
  - 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



# Sample Itinerary

**New World Travel – International Tour Operator & DMC**  
**Germany & Brazil**  
**FAM Itinerary**  
**August 14<sup>th</sup> and 22<sup>nd</sup> , 2013**

## **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**

# 2013-2014 Agreement

- Develop Manhattan Beach Visitors Bureau
- Continued Development Of [www.ManhattanBeachChamber.com](http://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.

# Website Enhancement

- Continued focus on enhancing offerings for local business community
  - Provided enhanced listings for all Manhattan Beach based Chamber businesses
  - Held training seminar to educate users on benefits and how to utilize these tools
  - Planning January launch of further optimization to drive even more visits to the site

The screenshot displays the Manhattan Beach Chamber website. At the top, the logo for Manhattan Beach Chamber (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 links for About, Highlights, Media, and Map. The main content area features a listing for Birdaria Home & Gift, which includes a 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 links 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. The footer contains a newsletter subscription form, contact information (425 Fifteenth Street, Manhattan Beach, CA 90266, T (310) 545-5313, info@manhattanbeachchamber.net), and a section for recent Facebook posts.

# Manhattan Beach Video

- Developing two video reels for Manhattan Beach
  - 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
- April
  - **IPW (Formerly known as International Pow Wow)**
    - Largest international trade show
    - 7,000 Attendees
    - Focused on International Market
- May
  - **ICSC- Las Vegas**
    - Focused on retail recruitment and retention
    - 10,000 projected attendees

# Mobile Viewing Platform

- Digital Touchscreen Kiosks
  - Will be adding first in March 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 will be deployed based off kiosk model
  - Window decals to highlight program
  - App Store downloadable
  - Built in mapping and special offers features