

# Manhattan Beach Chamber of Commerce

Manhattan Beach City Council  
April 2<sup>nd</sup>, 2013

# Agreement with City

- ▶ Create Partnerships with Local Community to Facilitate and Enhance Economic Development.
    - Conduct town hall meetings to identify business development opportunities throughout city.
    - Establish community programming focused on creating economic benefits for local business.
    - Prepare leakage study and develop recommendations for properly aligning business needs.
    - Host Economic Forum with business panels.
- 

# Town Hall Meetings

- ▶ In an effort to streamline communication met with individual groups rather than having large town halls.
  - Working in ongoing manner with the Downtown Business Improvement District
  - Met with North End Business Improvement District
  - Offered to assist in the formation of Sepulveda BID
  - Hosting Sepulveda open house April 11<sup>th</sup> at Manhattan Beach Country Club

# Downtown Business Improvement District

- ▶ New site will have downtown shopping and dining features
  - Calendar of events will pull from [www.downtownmanhattanbeach.com](http://www.downtownmanhattanbeach.com)
  - Contain map and placement of downtown businesses
- ▶ Preparing re–usable bags for Farmers Market.
  - Will distribute 50 bags per week for ten consecutive weeks
  - Bags will have logos and handouts for downtown businesses
  - Assess effectiveness and establish program moving forward

# North End Business Improvement District

- ▶ New site will have north end shopping and dining features
  - Calendar of events will pull from [www.northmb.info](http://www.northmb.info)
  - Contain map and placement of north end businesses
- ▶ Help promote strolls and events
- ▶ Assist with infrastructure
  - Create efficiency
  - Self managed finances

# Website and Calendar

**MB MANHATTAN BEACH**

Manhattan Beach | Stay | Dine | Shop | Play | Chamber | Membership | Partners

**Event Farmers Market**  
Volunteer at the Market Support your local farmers and get involved in your community. Volunteer at the Farmers Market and have fun doing it! We are looking for dedicated individuals.

**Featured Events**

- March 19** - Wednesday  
**Manhattan Beach Business Expo**  
1234 Business Address, Manhattan Beach  
Visit these exhibitors at the Manhattan Beach Business Expo Thursday, March 7, 4 - 6 PM, Joselyn Center, 1601 N. Valley Dr., Manhattan  
[Read More](#) [Purchase](#)
- March 24** - Sunday  
**Farmers Market**  
1234 Business Address, Manhattan Beach  
Visit these exhibitors at the Manhattan Beach Business Expo Thursday, March 7, 4 - 6 PM, Joselyn Center, 1601 N. Valley Dr., Manhattan  
[Read More](#)
- March 26** - Tuesday  
**How-to Create or Revive Your Business Plan**  
1234 Business Address, Manhattan Beach  
Visit these exhibitors at the Manhattan Beach Business Expo Thursday, March 7, 4 - 6 PM, Joselyn Center, 1601 N. Valley Dr., Manhattan  
[Read More](#)
- March 28** - Thursday  
**Leadership Manhattan Beach Recruiting**  
1234 Business Address, Manhattan Beach  
Visit these exhibitors at the Manhattan Beach Business Expo Thursday, March 7, 4 - 6 PM, Joselyn Center, 1601 N. Valley Dr., Manhattan  
[Read More](#) [Purchase](#)

**View Calendar**

> March 2013

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Custom Blog Widget**

- Dapibus Sollicitudin**  
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12 Jul 2012
- Cursus Inceptos Fermentum**  
12 Jul 2012

**MB MANHATTAN BEACH**

Manhattan Beach | Stay | Dine | Shop | Play | Chamber | Membership | Partners

**Farmers Market**

12 March, 2013 | by Admin | Farmers Market, Events | 3 comments

**View Calendar**

> March 2013

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Event Description: FARMERS MARKET**  
Tuesday, March 12, 2013  
12:00 PM to 4:00 PM

Volunteer at the Market! Support your local farmers and get involved in your community. Volunteer at the Farmers Market and have fun doing it.

We are looking for dedicated individuals that are interested in helping us at the market. Whether you are available every week for all our shifts or a couple of times a month for only one of our shifts, we want to hear from you. If you are not available Tuesdays but have other skills you would like to make a contribution of other days of the week, let us know: we occasionally have small projects that we need help on.

If you are interested, fill out this Volunteer Application form and email it to [Melody@mbfarmersmarket.com](mailto:Melody@mbfarmersmarket.com), or better yet, come and meet us at the market!

Thank you,  
Susan Hillyer  
Market Manager  
[Susan@mbfarmersmarket.com](mailto:Susan@mbfarmersmarket.com)

**Custom Blog Widget**

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12 Jul 2012

# Farmers Market Bag



# Community Programming

- ▶ Forums and Community Events
  - Community Awareness Forum
    - Chevron, Manhattan Village, and LAWA will present information on proposed and current projects
    - May 8<sup>th</sup> Police and Fire Facility, 6:30–8:00 PM
  - Business Development Workshops
    - Have held two and have two more scheduled
- ▶ Economic Development Task Force
  - Teams will go out quarterly and meet with 100 business
    - Series of questions focused on results and needs
  - Chamber will deliver findings and recommendations to City Council
- ▶ Formed the Hospitality Committee
  - Initial meetings of the Art Walk Sub-committee
  - Planning Dine Programming
  - Exploring Movies on the Beach

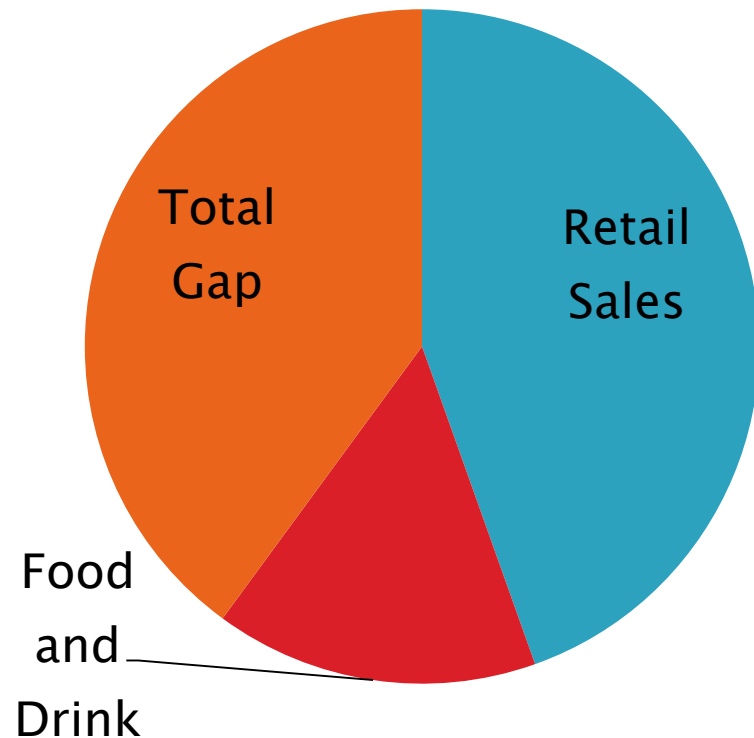


# 2012 Gap Analysis

## ▶ Gap Analysis

- Potential taxable sales  
\$869,472,085
- Total Taxable Sales  
\$522,285,196
  - Retail Taxable Sales  
\$387,403,657
  - Food & Drink Sales  
\$134,881,529
- Net Sales Gap  
\$347,186,899
  - Retail Sales Gap  
\$351,573,532
  - Food & Drink Gap  
(\$4,386,633)

## Potential Taxable Sales



# Leakage vs. Surplus

## Leakage

- ▶ Auto Dealers  
\$110,182,280
- ▶ Bldg. Materials & Garden  
\$32,799,709
- ▶ Grocery Stores  
\$31,937,721
- ▶ Gas Stations  
\$47,780,232
- ▶ General Merchandise  
\$57,093,854

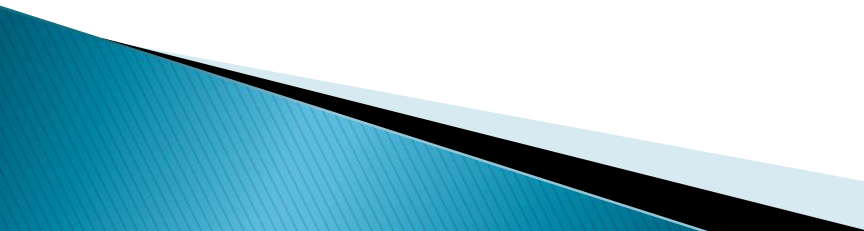
## Surplus

- ▶ Full Service Restaurants  
\$21,165,265
- ▶ Clothing Stores  
\$15,603,851
- ▶ Department Stores  
\$3,784,830
- ▶ Electronics & Appliance  
\$1,783,293
- ▶ Books & Music  
\$1,372,807

# Recommendations

- ▶ Working with Commercial Realtors recruit:
  - Medium Box Supply Hardware such as:
    - Ace Hardware
    - Orchard Supply Hardware
  - Small box grocers such as:
    - Sprouts
    - Fresh & Easy
  - Encourage Development of Fuel Stations:
    - Redevelopment on Sepulveda
    - Engage Ralph's about new fuel station model
  - Support Re-development projects:
    - Manhattan Village
    - Educate Landlords on benefit of redevelopment zones
    - Develop pipeline of 20,000sq. Ft tenants
    - Explore additional city parking structures

# Recommendations

- ▶ **Recruit Commercial Realtors**
    - Discuss needs
    - Develop plan of attack (types of retailers, open spaces)
  - ▶ **Attend National and Regional Trade Shows**
    - National Retail Federation Convention
      - New York January 2014
  - ▶ **Explore Potential Incentives**
    - Possible reduction in city tax for period
    - Easing of restrictions
    - Strengthening of zoning requirements in other areas
- 

# Economic Forum

## ▶ Economic Forum

- September 25<sup>th</sup>, 2012 Manhattan Beach Marriott, moderated by Frank Mottek, KNX1070
- Featured Panels:
  - Local Business Leaders:
    - Mike Simms, Simms Restaurant Group
    - Darrel Sperber, Manhattan Beach Toyota/Scion
    - Mike Zislis, Zislis Group

Manhattan Beach Chamber of Commerce

## ECONOMIC FORUM

Navigating through Economic Evolution

Join distinguished speakers and a panel of experts for an exciting forum that will address how to successfully navigate and prosper in today's evolving economy.

Topics will include understanding the principals of the new economy, the impact of these changes globally and locally, the factors that affect the way we do business today, and what are the tactics that can produce business growth. Plus, success stories and more!



MICHAEL ZISLIS  
Zislis Group



DARREL SPERBER  
John Elway's Manhattan Beach Toyota/Scion



MARTY SHELTON  
VP/NAI Capital



MIKE SIMMS  
Simms Restaurants



RICK SOWERS  
Executive VP & Chief Banking Officer, Bank of Manhattan



FRANK MOTTEK  
KNX Radio Talk Show Host, Moderator



JEFF MORRIS  
President, HillStreet Marketing & Communications

September 25, 2012  
Continental Breakfast at 7 AM, Program 8 – 10 AM  
Manhattan Beach Marriott  
1400 Parkview Avenue • Manhattan Beach

REGISTER ONLINE: [www.ManhattanBeachChamber.com](http://www.ManhattanBeachChamber.com)



- Global Economic Leaders
  - Don Mahoney, NAI Capital
  - Marty Shelton, NAI Capital
  - Rick Sowers, Bank of Manhattan

# Real Estate Forum

- ▶ Residential and Commercial Real Estate Leaders present on current trends and developments.
  - June 6<sup>th</sup>, 2013 Manhattan Beach Marriott
  - Two panels
    - Residential Real Estate, “Where are we headed”
    - Commercial Real Estate, “Finding THE location”
  - Feature two keynote speakers
    - Nationally recognized developer
    - Local residential real estate leader

# Agreement with City

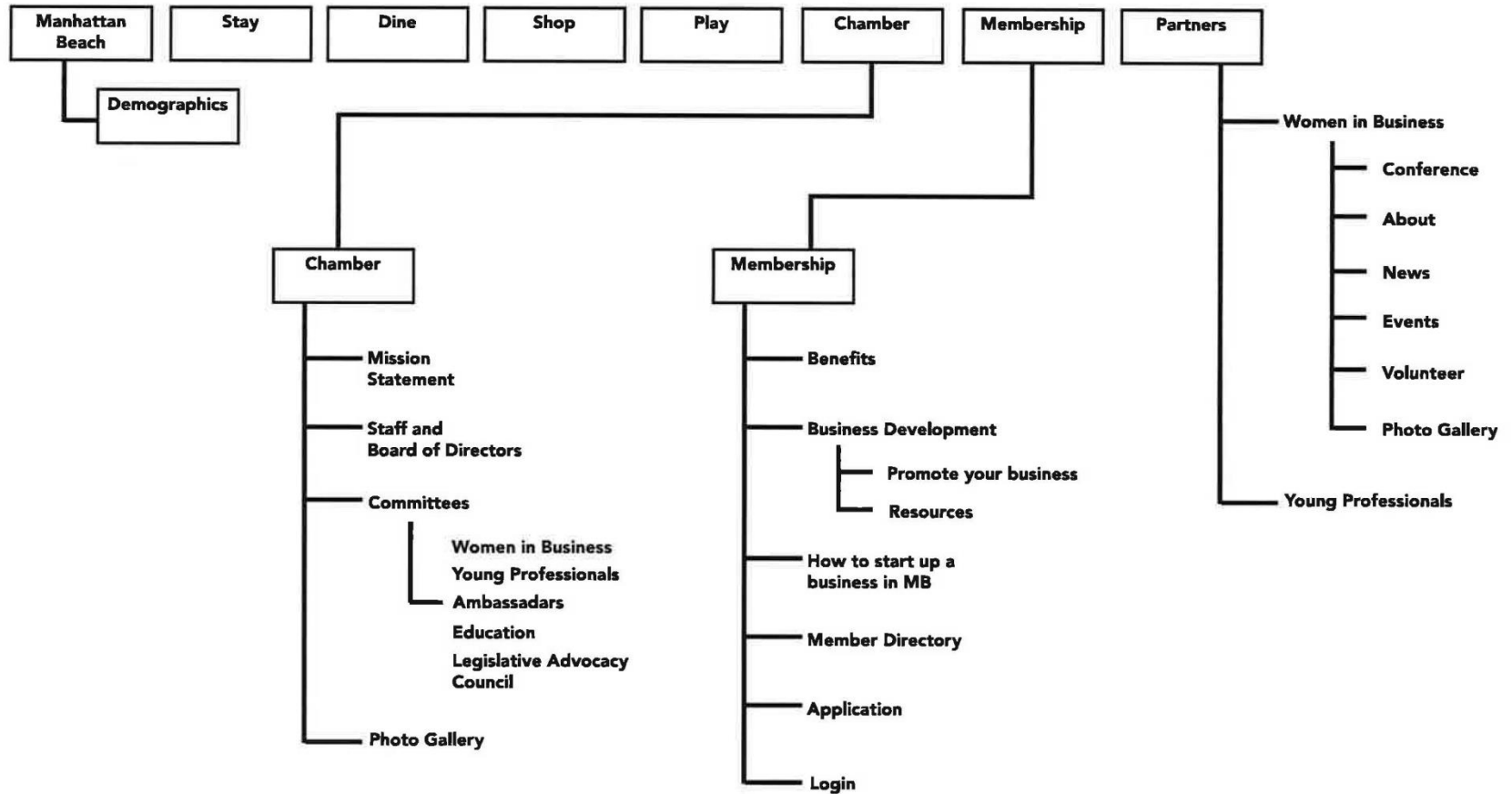
- ▶ Develop Manhattan Beach Visitors Bureau to promote the city as the premier destination in Southern California.
  - Rebuild [www.manhattanbeachchamber.com](http://www.manhattanbeachchamber.com), to provide actionable information for visitors and businesses.
  - Develop Manhattan Beach Destination Guide.
  - Develop and distribute Manhattan Beach promotional material.
  - Explore legal incorporation of Visitors Bureau.

# Website

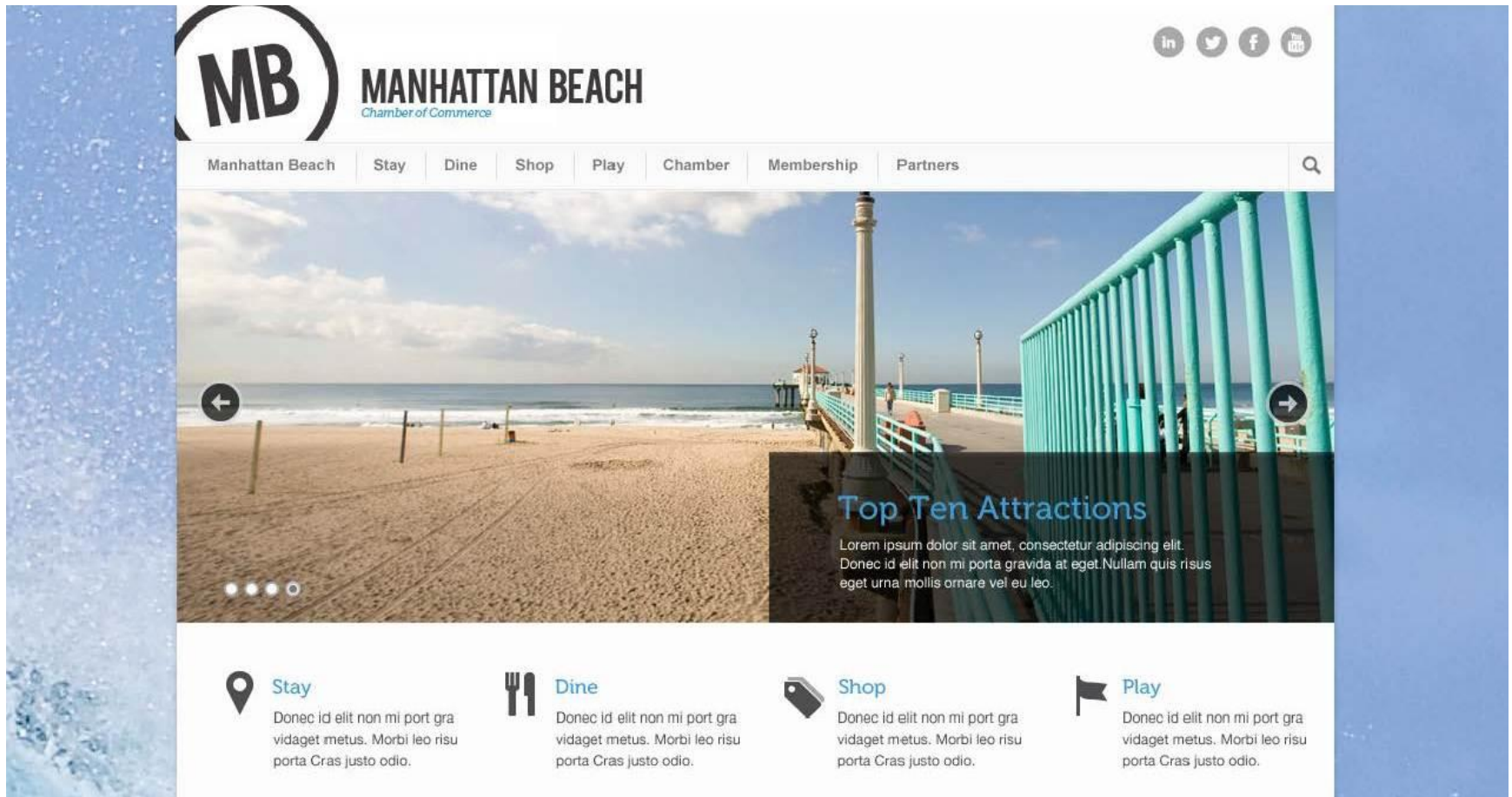
- ▶ Total rebranding and redevelopment of website to include:
  - One centralized community and events calendar
  - Shopping and dining district maps
  - Searchable online directory
  - Shop, Play, and Dine sections
  - Economic Development Tools
  - One stop shop for how to open business in Manhattan Beach




# Website



# Website




# Website



in | | | |


Manhattan Beach | Stay | Dine | Shop | Play | Chamber | Membership | Partners




**Dine Manhattan Beach**

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### Featured Restaurants




**Manhattan Beach Post**  
1234 Business Address, Manhattan Beach  
Curabitur blandit tempus porttitor. Fusce dapibus, tellus ac risus. Cras justo odio, dapibus ac facilisis in, et quam. Aenean eu leo quam. Pellentesque ornare sem.  
[Continue Reading](#)



**Tin Roof Bistro**  
1234 Business Address, Manhattan Beach  
Curabitur blandit tempus porttitor. Fusce dapibus, tellus ac risus. Cras justo odio, dapibus ac facilisis in, et quam.  
[Read More](#) [Visit Website](#)



**Simmzy's**  
1234 Business Address, Manhattan Beach  
Curabitur blandit tempus porttitor. Fusce dapibus, tellus ac risus. Cras justo odio, dapibus ac facilisis in, et quam. Aenean eu leo quam. Pellentesque ornare sem.  
[Continue Reading](#)




**North End Cafe**  
1234 Business Address, Manhattan Beach  
Curabitur blandit tempus porttitor. Fusce dapibus, tellus ac risus. Cras justo odio, dapibus ac facilisis in, et quam. Aenean eu leo quam. Pellentesque ornare sem.  
[Continue Reading](#)

### Refine Search


- > Sort By Price High-to-Low
- > Sort By Price Low-to-High
- > Sort By Rating
- > Sort By Cuisine

### Browse Nearby


> Restaurants (62)




### Custom Blog Widget



**Dapibus Sollicitudin**  
12 Jul 2012



**Magna Euismod Consectur**  
12 Jul 2012



**Cursus Inceptos Fermentum**  
12 Jul 2012

1 2

## Browse Nearby

### > Restaurants (62)



# Manhattan Beach Destination Guide

- ▶ Refreshed marketing piece used to sell the community and enhance visitor experience.
  - Goes to print end of March
  - Magazine feel to include advertorial vs. advertisement
  - New fresh look targeted at consumers
  - Wider distribution
    - 20,000 copies vs. 12,500
    - Placed in:
      - LAX Hotels
      - California Welcome Centers
      - LAX

# Manhattan Beach Promotional Materials

## WELCOME TO MANHATTAN BEACH:

**One of the premiere  
destinations in all of  
Southern California,  
Manhattan Beach  
has it all.**

We have it all here—pristine beaches, ideal weather, gorgeous oceanfront homes, safe neighborhoods, trendy shops, a host of fine eateries and hip nightspots, first-class hotels, upscale spas and salons, art galleries, and much more, presented with an urban vibe that melds perfectly with a casual beach town character where everyone—resident, merchant and visitor alike—feels at home. What are you waiting for? Come join us!

For visitors, Manhattan Beach offers an intriguing mix of boutique inns, larger corporate hotels and smaller motels situated throughout town with easy access to the community's most popular attractions. Be sure to spend the day at any of several shopping and dining enclaves, including Downtown Manhattan Beach, North Manhattan Beach, the Rosecrans Corridor and Sepulveda Boulevard—each with its own distinctive character and filled with fabulous stores, restaurants, health and beauty establishments, and other services to cater to your needs.

For an incomparable view of beach life at its finest, take a stroll along The Strand for the full length of the city. Along the way, saunter up the famous Manhattan Beach Pier, with its aquarium and the red-roofed, hexagonal building at the end that is also a local landmark.

An ideal place to live, work and play, Manhattan Beach is not only the nationally renowned home to beach volleyball and surfing, but also a major hub for the entertainment industry, as well as the South Bay's most happening hotspot.

A stay in Manhattan Beach is totally unique and unlike any other coastal city in the country. A few days here and you may never want to leave...

# THE TOAST OF THE COAST



# Agreement with the City

- ▶ Promote and implement economic development of Manhattan Beach by increasing visits from business travelers and visitors.
    - Increase transient occupancy tax revenues by attracting meeting and hotel business.
    - Attend two or more industry trade shows.
    - Host local concierge event to highlight local businesses and create partnerships with regional hotels.
    - Develop welcome program as call to action for visitors.
- 

# Trade Shows

- ▶ **Los Angeles Small Business Expo**
  - November 8<sup>th</sup>, 2012, at California Market Center
  - More than 300 vendors and presenters
  - Developed over 100 leads
  - Distributed more than 300 pieces of collateral
- ▶ **Pow Wow**
  - June 8–12, 2013 Las Vegas Convention Center
  - More than 5,000 tour and travel professionals in attendance
  - Over one hundred appointments scheduled
  - Developed regional partnership of South Bay of LA, to include:
    - Hermosa Beach
    - Redondo Beach
    - Torrance

# Trade Show Booths





# Host Concierge

- ▶ **Spring Scavenger Hunt**
  - Bring area concierge in to discover new places
  - Create buzz by visitation
  - Partners include
    - Los Angeles Concierge Association
    - Gateway LA
    - Los Angeles Tourism and Convention Board
    - Hollywood Chamber of Commerce
- ▶ **Business Expo**
  - March 7<sup>th</sup>, at the Joslyn Center
  - More than 40 local businesses
  - More than 25 concierge and travel professionals in attendance
  - 75+ Attendees from surrounding communities

# Business Expo



# Women in Business Conference

- ▶ Rebranding and Relocation of Women in Business Conference
  - Now the Manhattan Beach Women in Business Conference
  - Located at the Manhattan Beach Marriott
  - Estimated 30% growth in Attendance
  - Refocusing of Boutique
    - Now focused on business to business needs
    - Industry leading service providers
  - Keynote Speakers to include:
    - Kathy Thomson, President and COO Los Angeles Times
    - Richelle Parhem, CMO EBay

# Business Expo

- ▶ Started Manhattan Beach focused Business Expo
  - First time in five years Manhattan Beach has held on their own
  - Utilizing the Joslyn Center to highlight local business
  - More than 40 local vendors and businesses
  - 100 Attendees
    - 25% from hospitality and DMO markets to attract business

# Looking Forward

- ▶ Broader Partnership with the city on Economic Development
  - Assisting in revision of the master plan
  - Serving as fiscal agents and administrative support for Business Improvement Districts
  - Leading team of civic and private advocacy efforts on behalf of business
  - Serve as clearing house and change agent for local business community
  - Creation of Hospitality BID

# Master Plan Revisions

- ▶ Develop 10 year collaborative plan
    - Explore zoning and code enforcement
  - ▶ Economic Development Task Forces
    - Assess and deliver recommendations to council
  - ▶ Regular discussion with City Council to include findings and recommendations
    - From both task forces and community groups
  - ▶ Work with city and business community to prioritize public works projects
    - Downtown Beautification Projects
    - Sepulveda Corridor Improvements
    - Seasonal Displays
- 

# Business Improvement Districts

- ▶ Serve as fiscal and administrative agent for:
  - North End BID
  - Sepulveda Corridor BID
- ▶ Advantages
  - Unites local business groups
  - Reduces operational expense
  - Keeps more focus on business development
  - Removes Brown Act requirement
  - Creates more focused city branding opportunities

