

**Manhattan Beach Chamber of Commerce/City of Manhattan Beach Semi Annual Work Plan
Progress/Update February 21, 2025**

Introduction/Opening Remarks:

The Manhattan Beach Chamber of Commerce (MBCC) values its relationship with the City of Manhattan Beach and has the responsibility of the economic well-being of our community by advocating for businesses, promoting business growth and development, and improving the quality of life for all citizens. Thus far in Fiscal Year (FY) 2024-2025 the MBCC has had a busy and productive year. Some key accomplishments include: 1) Completing 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, and 3) Established the Mayor's Lunch as a popular perpetual event for each mayor. The establishment of the "Permit Breakfast" with previously Acting and now present City Manager Talyn Mirzakhian opened an important pipeline to the community and the Holiday Mixer Extravaganza was very well attended at MB Shopping Center, and another successful Holiday Stroll was achieved with the NMBBID.

Chamber Membership in all areas continues to be constant with numerous Ribbon Cuttings taking place and the reinvigoration of the Ambassador Committee and the Young Professionals/Emerging Leader Program that has a steering committee to launch networking events. An annual Calendar of Events is in progress to include Monthly Networking Mixers as well as Signature Event Dates, Educational Seminars, and New Member Orientations. New Member Orientations will be a cornerstone quarterly practice to welcome new businesses and to help them channel their energy productively. The Chamber continues to work closely with the City Staff on important issues, events, and ongoing activities throughout the Community. Below are summaries of each Work Plan item the Chamber is progressing on or has completed as reflected in the approved agreement with the City and Chamber.

The Chamber CEO resigned in mid-January and the Chamber Board of Directors has established a Task Force to search for a replacement.

I. Local Marketing Programs:

Location Analytics and Marketing (Task Status – IN PROGRESS) The Chamber contracted with a Location Analytics and Marketing data provider and is analyzing specific GEO Fencing reports on an Individual Business, as well as a geographic area such as an Event basis. In a recent Analysis the Chamber was able to ascertain that the "Holiday Fireworks" had a surge of approximately 20,000 attendees over the usual crowd size in the downtown area year over year.

Business Education and Engagement

Young Entrepreneurs Academy (YEA) Investor Panel (Task Status – IN PROGRESS) This Year's class of Young Entrepreneurs is commensurate in size with last year's large class at over 20 participants. The Highlight of the Year is the Investor Panel in the Spring where the students present their Business Plan to the "Investor Panel," like the "Shark Tank." After all the presentations are complete, the Panel awards money to each Student Presenter and

selects one Student to represent Manhattan Beach on a National Level at the Saunders Scholarship Competition with over 1,000 other Young Entrepreneurs. Last year's winner created a task completion tracking software app and finished highly in the national competition. This year the Investor Panel is scheduled for the spring and is recruiting investor judges.

Business Education and Engagement:

- a. **Breakfast Learning Seminar – “Tips for Navigating City Permits Successfully” (Task Status – Completed)** Seminar for businesses to meet city officials and learn directly from the Acting City Manager how to most effectively accomplish tasks that require permits.
- b. **Second seminar** – Due to the Chamber's focus on its task force to search for the next CEO, the second seminar may not take place before the end of the fiscal year in June. Chamber to provide an update on any potential plan to the City within 30 days.

II. **City Sponsored Events**

Best of Manhattan Awards/Fall Event: There was no fall event as anticipated and the City was not invoiced.

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 (Task Status – IN PROGRESS) Working with City Staff, the Chamber is in the process of producing the State of the City Event on **April 29, 2025**. American Martyrs Community Room “O'Donnell Hall” is the location. It offers an expansive indoor/outdoor greeting area perfect for the initial meet and greet. The audio visual equipment is provided by the facility and meets with City's specifications – the facility is superior to last year's in this way and offers ample space so that no community members will be required to stand during the presentations. In accordance with the Contract and “Sponsor” Level \$5,000 Benefits, the City of Manhattan Beach will receive Two Tables of Ten, Full Page Ad in the Event Program, Logo on all printed and digital media, Dedicated and Branded Email Blast, and an acknowledgement and “Thank You!” in the MB Pier Review.

Community Preschool Fair/Expo (Task Status – IN PROGRESS)

Fall Event: There was no fall event as anticipated. However, the Chamber developed an event to replace it at a lower cost to the City:

The Chamber planned this event to educate families of the preschool services available in the Manhattan Beach Community. Having over 12 of the city's 16 preschools in one place allows families with young children to meet the program directors in one meeting. This is the inaugural event and serves a special benefit this year as our community has welcomed dozens of families from fire displaced communities of Los Angeles. MBUSD has committed its "Manhattan Preschool" to attend. This event follows similar events provided by communities in Los Angeles.

Annual Dues

The Manhattan Beach Chamber of Commerce is an association of businesses, entities, and individuals organized to encourage a strong local economy by promoting commerce, sound government, and an informed membership community. Partnering with us offers your business valuable exposure, branding, and benefits, such as:

- Complimentary listing in the Annual Destination Guide (print ads extra)
- Complimentary business consulting & best practice information
- Business to business referrals
- Access to business development & networking events
- Access to data, reports, statistics, and analytics
- Access to exclusive discounts & programs, as offered
- Access to current technology - social media platforms, marketing channels & enhanced Member Portal on Chamber's website
- Advocate for all business-related issues (Chamber representation at government meetings on all local, state, and federal levels)
- Ribbon cutting ceremony/grand opening
- Member mailing list
- Dedicated E-blasts Report Provided by the Chamber office

Report Provided by Chairman of the Board, David Curry