

**Manhattan Beach Chamber of Commerce/City of Manhattan Beach
Semi Annual Work Plan Progress/Update
January 17, 2023**

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) 2022-2023 the MBCC has had a busy and productive year. Some key accomplishments include: 1) hiring a new Chamber team member, 2) Implementation of the MB Pier Review, a bi-monthly newspaper sent directly to all Manhattan Beach residents, businesses, and chamber members 3) Printed and distributed the annual Community & Destination Guide, 4) Producing two Candidates Forums, and 5) Ended the calendar year with two successful events in the Best of Manhattan and the Holiday Mixer Extravaganza.

Membership in all areas continues to grow with numerous Ribbon Cuttings taking place and the creation of a New Member Orientation meeting. An annual Calendar of Events has been published that includes Monthly Networking Mixers as well as Signature Event Dates, Bi-Monthly Educational Seminars, and New Member Orientations. 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.

I. Local Marketing Programs:

Manhattan Beach Map Seminars (Task Status – IN PROGRESS)

The Chamber is in the process of contracting with a Map Production Company and anticipates beginning production of the Map in February 2023 with completion by May 1, 2023, for distribution in time for the Summer Season. Specific plans on distribution are being finalized. Due to competing priorities the initial timing has shifted slightly.

Online Visitor Resource Center Search Engine Optimization (SEO) (Task Status – IN PROGRESS)

With the creation and roll out of the Chamber's Visitor Website www.manhattanbeachexperience.com, the Chamber is finalizing a contract with an SEO provider, and it is anticipated to be operational by February 1, 2023. Originally, the plan was to have SEO in place from the beginning and due to staff shortages much of the Visitor Website work has centered around the underlying database, working with City Staff on ensuring that hospitality related businesses are included, as well as adding content to the Site. The Chamber will capitalize on its Community and Destination Guide for additional content. Once the SEO contract is in place, metrics will be developed to track relevant items such as website traffic, engagement, and "Popular Pages," to name a few.

On-line Ad and Pay Search - Geo Fencing (Task Status – IN PROGRESS)

In conjunction with and like SEO above, the Chamber is finalizing a contract with a Marketing partner, and it is anticipated to be operational by February 1, 2023. The goal

is to create a virtual geographic boundary around Manhattan Beach by means of GPS to trigger an action such as a coupon, or notification. Hospitality Businesses can utilize this to drive business into Manhattan Beach establishments. Key metrics will be developed and tracked to maximize effectiveness on a go forward basis.

II. Business Education and Engagement

Sepulveda/Rosecrans/Artesia Corridor – Business Organization Committee (Task Status – IN PROGRESS)

In accordance with the Work Plan, the Chamber has created a Corridor Committee within the Chamber and has reached out to all the businesses on the “Corridor” on three separate occasions to promote a meeting. Additional work is being done on reaching the appropriate constituents for the Committee and a direct mailer is being developed targeting ownership of the Buildings and the Businesses. The estimated expense for the mailer is approximately \$6,000. An initial Corridor Committee Meeting was held on November 17, 2022, at the Residence Inn on Sepulveda Blvd. While the initial turnout was low, a vital step in creating the Committee was accomplished with several key items being discussed such as, expanded participation, Beautification of the Corridor, and City involvement in future meetings. The next Corridor Committee meeting is scheduled for January 19, 2023.

Business Safety/Education/Homelessness Seminars (Task Status – IN PROGRESS)

In the original plan the Chamber anticipated quarterly Education Seminars and with the lack of staff the initial Seminars were adjusted and the Chamber has scheduled the first Educational Seminar on “Homelessness and Your Business” for January 11, 2023, 9:00am at the Joslyn Center. Additional Educational Seminars are scheduled on a bi-monthly basis on a reoccurring basis following January 2023. Topics include and are not limited to, Employee/Labor Law updates, Sexual Harassment Prevention, Fire Safety, ADA Compliance, Cyber Security laws, emerging legislation, New Marketing Trends, and Workplace Safety.

Young Entrepreneurs Academy (YEA) Investor Panel (Task Status – IN PROGRESS)

This Year’s class of Young Entrepreneurs is the largest Class for Manhattan beach at 21 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 the Manhattan Beach Student, Dallas Nurre, place third in the Nation and received \$20,000 in College Scholarships and \$1,000 Cash prize. This year the Investor Panel is scheduled for Wednesday April 12, 2023, from 4:30pm to 7:30pm

Meet the Neighbors (Task Status – IN PROGRESS)

The Chamber is planning the three “Meet the Neighbors” events for Spring 2023 in the respective areas, Downtown, North Manhattan Beach, and the Corridor and will collaborate with other entities such as the Downtown Business and Professional

Association (DBPA), the North Manhattan Beach Business Improvement District, and the Corridor Committee in curating these events

III. City Sponsored Events

Best of Manhattan Awards (Task Status – COMPLETE)

The 10th Annual Best of Manhattan at the Westdrift Hotel was a huge success with close to 300 attendees enjoying the festivities that included a Champagne Reception with passed Hors d'oeuvres, live DJ & Emcee, and for the first time, dancing. Additionally, the Award Categories were streamlined and culminated with the First Responder Award going to Retired MBPD Police Chief Derrick Abell, Hall of Fame Award to Chevron, and the coveted “Best of Manhattan” to The Simms Group. Pulling this event off was a big undertaking with a committee of eight Chamber Members, over ten volunteers, and the Chamber Team. It was a fantastic night for all! In attendance from the City were Mayor Napolitano, Mayor Pro Tem Montgomery, Council Member Franklin, MBPD Police Chief Johnson, and City Staff. In accordance with the Contract and “Sponsor” Level \$5,000 Benefits, the City of Manhattan Beach received a reserved Table of Ten, ½ Page Ad in the Event Program, Logo on all printed and digital media, and an acknowledgement and “Thank You!” in the MB Pier Review.

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 in March 2023. The tentative location is the Westdrift Hotel and dates are being finalized. In accordance with the Contract and “Sponsor” Level \$7,500 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.

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