

**Manhattan Beach Chamber of Commerce/City of Manhattan Beach
Semi Annual Work Plan Progress/Update
June 25, 2024**

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) 2023-2024 the MBCC has had a busy and productive year. Some key accomplishments include: 1) Implementing a “Location Analytics” solution to provide actionable data for marketing, etc., for our Members 2) Completing an entire year of the MB Pier Review, Community Newspaper sent directly to all Manhattan Beach residents, businesses, and chamber members 3) Partnered/contracted with the North Manhattan Beach Business Improvement District (NMBBID) for Management Services, and 4) Ended the calendar year with two successful events in the Best of Manhattan and the Holiday Mixer Extravaganza, and another successful Holiday Stroll with the NMBBID.

Chamber Membership in all areas continues to grow with numerous Ribbon Cuttings taking place and the reinvigoration of the Ambassador Committee and the Young Professionals/Emerging Leader Program. An annual Calendar of Events has been published that includes Monthly Networking Mixers as well as Signature Event Dates, 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:

**Sepulveda/Rosecrans/Artesia Corridor – Business Organization Committee
(Task Status – COMPLETE)**

In accordance with the Work Plan, the Chamber has continued to promote meeting with the Corridor Committee within the Chamber and has reached out to all the businesses on the “Corridor” promoting the ongoing meetings scheduled for the last Thursday of the Month. There have been seven meetings held since July 1, 2023, July, August, October, January, February, April, and May. City Staff began participating in the meeting by giving updates on Public Works Items as well as Public Safety, and it was anticipated that the meeting attendance would grow. Throughout the 2024 Meeting attendance continued to be low and the Chamber will continue to pursue Corridor Business input, this portion of the Work Plan will be discontinued.

Location Analytics and Marketing (Task Status – COMPLETE)

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 Open House” had a drop of approximately 5,000 attendees year over year, due to inclement weather. The Chamber met with the Events Committee and has distributed the appropriate reports as well as assisting with the Outdoor Dining Task Force with reporting. Key reports have been implemented, with continued refinement, and will be produced on a go-forward basis. Note: Data is available from 2017.

II. Business Education and Engagement

Business Safety/Education/Homelessness Seminars (Task Status – COMPLETE)

The Chamber held two Education Seminars this Fiscal Year. First, there was a Business Insurance – What you Need to Know Seminar to replace the labor Law Update Seminar as the anticipated speaker relocated. The second Seminar in June was a “Legal Essentials” event that discussed various aspects of legal needs for small and large businesses. Additional Educational Seminars are being planned quarterly with the next one on Customer Service will be on August 8, 2024. Topics may include and are not limited to, 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 – COMPLETE)

This Year’s class of Young Entrepreneurs was one of the largest Class for Manhattan beach at 23 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. This year the Manhattan Beach Student, Maia Rocha, a talented junior at Mira Costa High School, advanced to the top six entrepreneurs nationwide in the Saunders Scholars competition on May 3rd. The Chamber believes this is an incredible program for our youth and will continue producing this at the beginning of the school year 2024/2025.

Meet the Neighbors (Task Status – INCOMPLETE)

The Chamber planned and executed two “Meet the Neighbors” events in the Spring of 2024. The Chamber collaborated with the Downtown Business and Professional Association (DBPA), to hold a “Meet the Neighbors” event at the Farmers Market whereby five local businesses answered questions from approximately 30 attendees. Many suggested the interaction at the Farmers market should be a periodic event. Additionally, the Chamber produced a Biz-Net Meet the Neighbors event at the Joslyn Center with six local businesses that interacted with over 25 attendees/residents. This item in the Work Plan is considered INCOMPLETE as the events did not conform to the specific language of the agreement.

III. City Sponsored Events

Best of Manhattan Awards (Task Status – COMPLETE)

The 11th Annual Best of Manhattan at the Neptunian Women’s Club was a huge success with over 160 attendees enjoying the festivities that included a Champagne Reception with passed Hors d’oeuvres, and live DJ. 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 Montgomery, Council Member Howorth, 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, Logo on all printed and digital media, and an acknowledgement and “Thank You!” in the MB Pier Review.

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 2023. Approximately 100 individuals attended the event and Mayor Montgomery 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 – COMPLETE)

Working with City Staff, the Chamber produced the State of the City Event on March 21, 2024, at the Shade Hotel was a great success. Key speakers including Mayor, Joe Franklin, City Manager, Bruce Moe, Police Chief, Rachel Johnson, and MBUSD Superintendent, Dr. John Bowes, informed the over 125 in attendance about the City of Manhattan Beach. In accordance with the Contract and "Sponsor" Level \$5,000 Benefits, the City of Manhattan Beach will receive Two Tables of Ten, 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

Report Provided by David Archer, President/CEO