

## Proposed FY 2017-18 City-Chamber Work Plan

Currently, the City of Manhattan Beach gives the Manhattan Beach Chamber of Commerce \$11,000 in FY 2017-18 funding for sponsorships for three events:

- Best of Manhattan Beach Awards - \$5,000 (Oct. 19, 2017)
- Economic Forum - \$4,000 (April, 2018)
- State of the City – \$2,000 (Feb., 2018)

All of the following are additional event sponsorships and programs the City Council could choose to fund for FY 2017-18:

### Overview

Work Plan Item	Cost
<b>I. Local Marketing</b>	
Visitor Business Map	\$12,750
Online Visitor Resource	\$25,000-\$30,000
LAX Hotel Outreach	\$5,000
Hospitality Committee	\$5,000
<b>Local Marketing Subtotal</b>	<b>\$45,750 – 52,750</b>
<b>II. Business Education and Engagement</b>	
Young Entrepreneurs Academy (YEA)	\$500-\$8,000
Collaborative Town Hall Forum	\$3,000
Small Business Education Seminars	\$6,000
<b>Business Education and Engagement Subtotal</b>	<b>\$9,500 - \$17,000</b>
<b>TOTAL</b>	<b>\$57,250-\$69,750</b>

### **I. Local Marketing Programs:**

Description	<b>Visitor Business Map</b>  Create a high-quality, city-wide business map of the City to help circulate visitors to Manhattan Beach businesses. The map was requested at April meeting of Manhattan Beach hotel General Managers. The Chamber is responsible for working with the vendor to ensure accurate business listings and handling distribution.
Deliverables	Production of map and distribution to multiple venues in and around Manhattan Beach.

Timeline	Winter 2017-18
Cost	\$12,750

Description	<b>Online Visitor Resource</b> <ul style="list-style-type: none"> <li>• Optimize the MB Chamber website to offer resources to visitors, such as: <ul style="list-style-type: none"> <li>○ Provide all hotel information</li> <li>○ Lists of 10 things to do in MB</li> <li>○ Links to activities and additional resources</li> </ul> </li> <li>• Emphasize search engine optimization (SEO)</li> <li>• Assess what visitors are looking for and how the Chamber can provide it</li> <li>• Consider an app for biking, running, visitor services</li> </ul>
Deliverables	Either a rebuild of current MBCC website or creation of separate platform with possible title of “DiscoverMB,” DestinationMB,” ThinkManhattanBeach,” ExperienceManhattanBeach”
Timeline	Ongoing
Cost	\$25,000 - \$30,000

Description	<b>LAX Hotel Outreach</b> <ul style="list-style-type: none"> <li>• Promote Manhattan Beach to hotels along Century Blvd. near LAX.</li> <li>• Create promotional materials that increase awareness of Manhattan Beach and provide resources to be distributed to these hotels.</li> <li>• Facilitate communication and FAM (familiarization) tours with concierges, organize tours.</li> <li>• Promote use of Manhattan Beach promotional video in the hotel rooms, gyms, around hotel</li> </ul>
Deliverables	Distribution of MB map, Destination Guide, coordinate tour of MB with concierges from top hotels, perhaps include representatives from our Hospitality Committee
Timeline	Ongoing
Cost	\$5,000

Description	<b>Hospitality Committee</b>  Chamber of Commerce will convene and facilitate quarterly meetings with major MB businesses involved in the hospitality industry. Intention of meeting is to gather stakeholder input about ways to improve hospitality climate in Manhattan Beach.
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Deliverables	Quarterly reports of the meetings with updates and next steps
Timeline	Ongoing (four meetings)
Cost	\$5,000

## II. Business Education and Engagement

Description	<b>Young Entrepreneurs Academy (YEA)</b>  An opportunity for students in grades 6-12 to demonstrate creativity, innovation, determination, enthusiasm and the ability to communicate while developing a business idea.  Sponsorship levels include: <ul style="list-style-type: none"> <li>• Title Level - \$8,000 – this will cover the cost of the entire program</li> <li>• Investor Panel Level - \$1500 per investor – this is the Shark Tank-esque panel that analyzes the student business pitches and awards cash for start-up funding. The Investor Panel also chooses one student to compete at the national competition in Rochester NY.</li> <li>• Champion Level - \$1,000</li> <li>• Event Level - \$500</li> </ul>
Deliverables	<ul style="list-style-type: none"> <li>- Annual update on the graduates of YEA and their projects</li> <li>- Exclusive judging seat and featured speaker opportunity on YEA Investor Panel + CEO Roundtable</li> <li>- 24 weeks of social media marketing (Facebook, Instagram, Twitter)</li> <li>- Inclusion in 24-week YEA marketing campaign</li> <li>- Four (4) Standalone email blasts</li> <li>- Opportunity to be primary speaker on Manhattan 360 Radio (Friday 8 a.m.)</li> <li>- additional event tickets to represent company and YEA at Economic Forum</li> </ul>
Timeline	Ongoing
Cost	\$500- \$8,000 (Title Level Sponsor)

Description	<b>Collaborative Town Hall Forum</b>
Deliverables	Create awareness among our local business to attend the town hall to engage with our elected officials and city management. Event will complement State of

	the City and provide forum for business owners to better interact with staff. Booths representing the city departments will be located around the room where staff can interact with members of the public.
Timeline	One event, time TBD
Cost	\$3,000

Description	<b>Small Business Education Seminars</b>  Produce bi-monthly small business seminars through qualified agencies, such as the Small Business Development Center (SBDC) at El Camino College. These seminars would be on subjects ranging from social media marketing to small business loans and would be open to all businesses in Manhattan Beach.
Deliverables	Regular reports on attendance and satisfaction
Timeline	Ongoing
Cost	\$6,000

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Additionally, as part of the work plan, the City will receive the following deliverables as part of being a member of the 52-Week Chairman Circle. These benefits are received when total sponsorship is \$20,000 or above.

1. Complimentary table of 8 for all events
2. Company logo featured on event materials (programs, give aways, table signage, etc)
3. Company name included in official title of event
4. Company logo/name included on pre-event street banners
5. Company featured in all event related press
6. When available the opportunity to address all guests from podium
7. Presenting sponsor of Bob Meistrell Award during the Best of Manhattan awards ceremony
8. Company logo featured on step and repeat
9. Regular mentions on the MB 360 Friday radio show
10. Company highlighted as sponsor on Chamber website
11. Company featured on Chamber social media (Facebook, Instagram, Twitter)