



# MANHATTAN BEACH

## DELIVERABLES ON THE 2017-18 CITY/CHAMBER BUDGET:

**TOTAL: \$57,250 (includes sponsorship of events)**

- **\$12,750 = Visitor Map** – Completed. Gone to print. 35K copies. Distribution starts week of May 21 by the MB Chamber and Trends Media.
- **\$6,000 = Six (6) Educational Seminars:** Legal Seminar re: Employees; DIY Video Seminar; Active Shooter Seminar; Business Tax Reform Update Seminar; Social Media Marketing Seminar; Instagram Seminar (June 5); Employee Happiness (June 26); Sexual Harassment Seminar (June/July)
- **\$25,000 = Online Visitor Website** This website will tie into our Destination Guide visitor magazine. The publishers of the magazine have ball-parked the rate to develop the site for us which is what I used in last year's budget. I have met with Kelly Stroman and others on the Hospitality committee for their input. Unfortunately, we cannot start on this until the Destination Guide is finished which is in the next few weeks. I also think it is going to cost more than what we thought based on what our Hospitality committee would like to see happen with the site.
- **\$5000 = Hospitality Committee:** We have started our local hospitality committee. I have included restaurants along with hotels. They do not seem inclined to create a BID or Assoc. They do want to consider some marketing ideas. They wanted to support short term rentals which is the main reason for the chamber sending a letter to the city.
  - We brought in a group of 180 ladies from all over the world staying at a hotel on Century Blvd to visit downtown MB.



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- We were able to get a group of 50 ladies staying at Terreneau to be dropped off by bus in downtown MB.
- I have finally gotten the North Manhattan BID to think about being an arts district. That will give the chamber something to promote on that end of town.

**\$5,000 = LAX Hotel Outreach:** A group of us met with the GMs of hotels along Century Blvd. Per the GM's suggestion, once the maps are delivered to the chamber, we will be visiting those hotels on Century Blvd to meet with the bellhops/valets to promote MB. That will be happening in July.

**\$500 = Young Entrepreneurs Academy.** We sent a contestant to compete at the national level and she made it into the final 6.

**\$3,000 = Town Hall Forum** held in January at Joslyn.

## **MB CITY SPONSORSHIP:**

- \$5,000 = Best of Manhattan Beach Awards
- \$2000 = State of the City held in February at Joslyn
- \$4,000 = Economic Forum held in April at Joslyn

## **GOALS FOR 2018-19:**

- Push harder on bringing in small business conferences and groups of visitors to Manhattan Beach. Stronger outreach to hotels outside of MB.
- Become a stronger "business concierge" for new and existing local business.
- Get our visitor website up and going



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INFORMATION PREVIOUSLY SENT TO THE CITY AND COUNCIL FROM 2017:

## **CITY CONTRACT TASKS:**

### **INCLUDES TOP SPONSORSHIP LEVELS FOR ALL EVENTS AND PROGRAMS:**

I am Mark Lipps, representing the Manhattan Beach Chamber of Commerce.

We would like to be put in this coming budget to receive \$75,000 from the city.

This is a time when our business community needs us most. There are still echoes of the great recession with our small business and the chamber. Like many small businesses and non-profits financial uncertainty prevents us from being all we can be. If we had a small financial cushion our chamber could have much more impact with existing business and new business development. Not to mention developing as a resource for visitors.

I think for us to be a successful “business concierge” helping new business navigate the city landscape and existing business expand their revenues or even physically we need to develop a stronger synergistic relationship with our city. I think in the last year we have made inroads in our community with educational seminars for local business. In the future we intend to play back live and record the seminars, so they can live on our website for members to watch on demand.

We have made our events more robust and engaging which has attracted more attendees.

We have dramatically increased our membership.

We are working on developing a visitor website and improving our member portal.

We have done a little outreach which has paid off with groups coming to Manhattan Beach spending money with our retail.

We have stood before council as advocates for business and local initiatives. We realize there are opposing views with some city council members and perhaps city staff with competing agendas. Yet, perhaps the chamber can help with those agenda items related to business and visitors. Hopefully there is an innate understanding that if we stick with our values, maintain a collegiality and exercise our collaboration we can be a real force for positive results.

With this mutual aid we will continue to stand out as a well-run city and enhance our reputation in the South Bay and beyond. A reputation for inclusiveness; as bridge builders; as a city that really works for both residents and local business.

Thank you for listening. Please let me know if any questions.



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**GOAL:** To be a pro-active advocate for the city's short term and long-term priorities for local business, retail growth and community enrichment. All MB Chamber events and activities will be branded with the city logo next to the chamber logo. The chamber will be a contracted department that can be utilized by all city departments in building awareness for any initiatives related to our business community.

**DELIVERABLES:**

- Regular educational seminars & workshops for ALL local business featuring guest speakers, business experts, meet & greets with city and elected officials. We would like to do more of these for our local business yet there is a production cost. Most of our small businesses need to pick and choose based on budget. We will offer more seminars and offer for **FREE** to ALL local business.
- We will provide a non-voting (to uphold the integrity of an independent entity) seat on the MBCC Board of Directors. Our financial records would be open for review.
- When relevant we will offer Legislative Affairs detail regarding state bills that may impact our local business. We will make regular reports to council and City Department Heads on these various issues.
- A hospitality committee of local hotels in Manhattan Beach. We will set up quarterly meetings to include hotels in MB to discuss best practices, needs, concerns.
- An annual local business related town hall forum to discuss local issues.
- Annual Destination Guide and Quarterly Business Journal promoting the city. The city will be guaranteed one local article within the Destination Guide and one article per Business Journal. (We would like the article to match the theme of that issue of the MBCC Business Journal)
- Street map that incorporates all business and ride sharing opportunities. We have an example of this map coming out in June from our previous commitment.

**POTENTIAL DELIVERABLES FOR REVIEW:**

- We will continue to develop a visitor experiential website.
- The MB Chamber can assume the duties previously handled by the Economic Vitality position that was eliminated.



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## ON-GOING DAY TO DAY:

- Regular communication with our local organizations/groups re city priorities and events. We can be a champion for the city at weekly public functions with local business and associations. We believe attendance would be much better at your public functions if the chamber was better utilized to market those events. The MB Chamber can be a strong marketing arm for the city. Support city departments via our website, social media, email blasts, newsletter with city press releases, fliers, ie Parks&Rec, Environmental initiatives, etc.
- Continue to promote the city and chamber partnerships with business leaders in the South Bay such as BCHD, MBEF, Sketchers, Chevron, etc. Be a strong advocate for city initiatives.
- The city funding would include the MB city logo on all advertise-market-promotion of MB Chamber projects, events, ie Best of Manhattan, State of the City, Bite at the Beach, seminars, forums.
- Be a go-to group to research business related city projects. ie: Sepulveda vs Pacific Coast Highway.

Act as a representative of the City and its efforts with economic growth.

Be a proactive face and cheerleader for the City of Manhattan Beach with local business.

I believe we can be a force in creating a great perception of our city among our economic drivers.

We are very open to any other suggestions on how we can be of service to help our city.