

**Chamber Mission: The Chamber of Commerce and Visitor's Bureau is a partnership of community and business professionals working together to strengthen a sustainable socio-economic climate in our unique Coastside community. This membership organization provides networking opportunities and represents the interests of business and community with government.**

### **AMBASSADORS**

*Creating a strong local economy. \* Providing networking opportunities.*

Mission: The Ambassadors are a select group of volunteers who serve as the goodwill arm of the Chamber. Responsibilities include promoting the Chamber membership, attending monthly Network@Nights, events, and forums. Ambassadors serve as an extension to the Chamber staff and on occasion as a liaison. **Chair: Ginger Minoletti**

#### **Goals:**

- I. Continue to Elevate the Ambassadors to the honored and valued level they deserve.
- II. Continue a calendar of responsibilities for Ambassadors to be involved in.
- III. New member welcoming committee at Network@Night
- IV. Feature an Ambassador a month in the Newsletter.
- V. Each Ambassador to co-Chair an event
- VI. Encourage Ambassadors to share member difficulties or at risk members with the staff and committee.
- VII. Ambassadors to become virtual Ambassadors and help with promoting events on Facebook, Twitter, etc.

### **HOTEL IMPROVEMENT DISTRICT (BID)**

*Creating a strong local economy. \* Promoting the community.*

**Mission:** The assessment levied by the Business Improvement District shall be used to promote lodging within the district and administer marketing programs that increase overnight lodging. **Chair: Dana Dahl**

#### **Goals:**

- I. Carry out the wishes of the Board of the BID.
- II. Work with the BID PR person to coordinate information with writers etc.
- III. Continue to coordinate the website/blogs/key words/social media aspect with Terry Plank
- IV. Continue to present advertising opportunities as they arise.
- V. Coordinate advertising.

- VI. Continue renewing contracts and bringing more Coastsides County hotels into BID on voluntary basis
- VII. Continue to work with the Economic Development/BID mid week corporate sales person.

### **EDUCATION**

*Creating a strong local economy.*

**Mission:** The Education Committee is committed to identifying and building collaborative relationships between the education, nonprofit, and business communities. **Chair: Howard Montgomery**

#### **Goals:**

- I. To oversee contributions and distribution of Chamber scholarship funds through Half Moon Bay Coastsides Community Foundation to graduating high school seniors.
- II. Promote and assist with local programs assisting our schools (Cabrillo Education Fund, HMBHS Business/School Wish List, La Honda Pescadero, Sea Crest School, etc). Also encourage Principals to attend committee meetings.
- III. To help coordinate Principal for a Day programs in Coastsides schools with CUSD.
- IV. Continue the inclusion of STEM Robotics/ Programing into the curriculum of all Coastsides schools and after care facilities
- V. Support education fund raising events throughout the community.
- VI. Explore additional funding for the Half Moon Bay Coastsides Community Foundation to be used for educational programs initiated by the committee.
- VII. Continue Rotary and Chamber at the High School with Rotary's Vocational Education Committee getting Seniors ready for college and the work place. Half Moon Bay High School, Pescadero High School, and Pilarcitos high School.
- VIII. Market our premier education programs
- IX. Continue our Education Network@Night in February highlighting teachers

### **LEGISLATIVE/GOVERNMENTAL AFFAIRS**

*Creating a strong local economy. \* Representing the interests of business with government.*

**Mission:** To study and analyze issues of interest to the Coastsides and its business community, evaluate them with the Board, and decide on the action, if any, to be taken by the Chamber and communicate our viewpoint clearly and strongly to our membership and community. **Chair: Chris Mickelsen/ Judy Taylor**

#### **Goals:**

- I. Represent the business community on local, regional, state, and federal issues.

- II. Contact legislators with letters, faxes, or phone calls regarding the Chamber's position on issues affecting Coastsides business through the Governmental Affairs Committee and with the support of the Board of Directors.
- III. Maintain a presence with the city and county legislators.
- IV. Continue to send representation to the San Mateo County Progress Seminar.
- V. Continue to encourage legislative representative attendance and reporting at each meeting.
- VI. Continue the monthly Legislative Report.
- VII. Hold informational forums for the public and Candidates Forums on City Council election years.
- VIII. Legislative Issue of the Week in some Broadcast E-mails and Newsletter
- IX. Host a Meet Your Legislators & Candidates Network@Night when appropriate
- X. Continue to work with the city on the Economic Development Program.

### **ECOTOURISM**

*Creating a strong local economy. \* Promoting the community. \* Providing networking opportunities \* Encouraging a sustainable future.*

**Definition:** Responsible travel to natural areas and directly related cultural resources that conserves the environment provides extensive opportunities to learn and sustains the well being of local people. **Chair: Chris Manchester**

#### **Goals:**

- I. Increase awareness of what Ecotourism is and that the Coastsides has a program.
- II. Partner with other California communities that offer ecotourism.
- III. Update and make some corrections in the ecotourism map and print as needed.
- IV. Assist businesses with obtaining information about the green business program.
- V. Continue to work with CTTC and CalTia to further recognize sustainable tourism.
- VI. Continue to raise awareness and work with local farm community for ongoing sustainable agriculture and fishing and farming and ranching
- VII. Work with San Jose State intern to rejuvenate the Ecotourism program.

### **CEAP – COASTSIDE EMERGENCY ACTION PROGRAM**

*Creating a strong local economy. \* Representing the interests of business with government.*

**Mission:** CEAP is to foster effective service delivery to those affected by disasters in Coastsides San Mateo County through the collaboration of community agencies and organizations throughout the entire disaster cycle – preparedness, response/relief, recovery, and mitigation. **Chair: Charise McHugh**

### **Goals:**

- I. Continue to organize and coordinate monthly meetings.
- II. In the event of a natural or man-made disaster, assist the EOC and DOC in coordinating the non-profits to help in any areas possible and act as a resource center using the Chamber as headquarters.
- III. Communicate with businesses and assist them in any way possible as well.
- IV. Work with the Disaster Coordinator for the Coast.
- V. Continue to work with California Resiliency Alliance to further our "Trail Blazer" status.

### **MARKETING THE CHAMBER**

*Creating a strong local economy. \* Promoting the community. Providing networking opportunities. \* Encouraging a sustainable future.*

**Mission:** To maximize the awareness of the chamber and the importance of the chamber within the community and the businesses.

### **Goals:**

- I. Continue to do a better job of telling our story and quantifying all that the Chamber does for the membership.
- II. Continue column "Chamber Top 10" in the broadcast emails and newsletter.
- III. Continue the vigorous "Touching New Members' Campaign by Staff and Ambassadors
- IV. Market our Value Added Benefits
- V. Use the new quantifying statistics to better relate to potential members
- VI. Step up the social media for marketing the Chamber via a new Social Media position. Currently using Facebook and Twitter.
- VII. Hire and implement a Social media coordinator to further the Chamber's social media presence.

### **MARKETING THE COASTSIDE**

*Creating a strong local economy. \* Promoting the community.*

**Mission:** To maximize awareness and visitation of the Coastside.

### **Goals:**

- I. Continue to produce an annual Visitors' Guide, print and web version
- II. Continue to work with Phondini on the icoastside/ipumpkin/idream app

- III. Continue a section for Pescadero and the Harbor in the Visitor Guide.
- IV. Continue to produce the Business Directory on a bi-annual basis.
- V. Continue to produce the Map on an annual or bi-annual basis.
- VI. Continue to expand the use of the web as a membership support and informational tool.
- VII. Continue to promote the Coastside via San Mateo County Convention and Visitors' Bureau.
- VIII. Continue developing and implementing the Coastside Ecotourism program, including visitors and tourism groups throughout the US.
- IX. Continue to work with CTTC and their rural tourism program.
- X. Continue to staff on the weekends and some holidays: 10am-3pm
- XI. Continue the sale of the historical blanket, hats and postcards to be sold by Chamber, Chamber retailers and non-profits.
- XII. Continue to expand our website and the advertising possibilities.
- XIII. Continue to work with travel, garden, and cuisine magazines for Coastal coverage.
- XIV. Continue to refer to the San Mateo County Film Commission for filming sites.
- XV. Coordinate marketing activities with BID to achieve maximum effectiveness.
- XVI. Continue to work with Kelly Chamberlin in assisting with writer tours and Fam tours.
- XVII. Continue to use social media for communicating Coastside events via Facebook, Twitter, and YouTube.
- XVIII. Continue to market "Buy Coastal" campaign.
- XIX. Hire and implement a Social media coordinator to further Chamber member's social media presence.

### **COMMUNITY RELATIONS**

*Creating a strong local economy. \* Promoting the community. \* Providing networking opportunities. \* Encouraging a sustainable future.*

**Mission:** To maintain a high profile and participate with other community leaders, service organizations, the city, and the county to create a spirit of cooperation for the resolution of future community challenges.

#### **Goals:**

- I. Continue "Network@Night" open to the public, and continue advertising them, but cut back on the number per board request.
- II. Continue distribution of Coastside Blanket to promote community pride and awareness.

- III. Take advantage of upcoming community situations for the Chamber to take the role of catalyst in achieving a common goal.
- IV. Hold public forums to educate the community on important legislature or community programs.
- V. Continue Night of Lights with a bigger commitment from the community.
- VI. Continue to support the Coastsides Shuttle.
- VII. Continue to pursue the possibility of further median planting.
- VIII. Continue Passeggiata the last Friday of the month from May to Sept..
- IX. Continue to assist non-profits with Main Street Light Pole banners and Hwy 92 banners to advertise their events.
- X. Continue new business Ribbon Cuttings
- XI. Continue the support of the schools of the Coast and Rotary & Chamber @ the High School.

### **MEMBERSHIP COMMUNICATIONS**

*Creating a strong local economy. \* Promoting the community. \* Providing networking opportunities.*

**Mission:** To increase membership through strong retention and recruitment programs and to communicate with members and the public Chamber programs, objectives, events and activities.

#### **Goals:**

- I. Service the individual needs of the membership.
- II. Conduct meetings to serve as educational and informational forums on current issues affecting the community.
- III. Provide networking and promotional opportunities to members.
- IV. Keep the membership well informed through letters, business directory, phone calls, newspaper articles, web site, social media, and broadcast e-mails.
- V. Continue the Visitors' Guide in print and online.
- VI. Advertise and send press releases on all Chamber events.
- VII. Continue to expand the use of the web as a membership support and informational tool.
- VIII. Continue with Weekly Chamber Update emails informing members of upcoming events and important business information.
- IX. Continue monthly "Chamber Top Ten" update
- X. Send a quarterly print Newsletter to members
- XI. Continue ambitious "touch the member" campaign during their first year of membership.

- XII. Continue offering Marketing Meetings to members
- XIII. Continue to communicate via Face Book and Twitter and other social media.

### **FINANCIAL**

*Creating a strong local economy.*

#### **Goals:**

- I. To maintain a healthy budget and financial solvency.
- II. To save 3 months worth of operating expenses, approximately \$70,000.
- III. Continue to operate and follow our Financial Policy with the appropriate checks and balances.
- IV. Continue to properly insure the Chamber facilities, staff, and board members, and events.
- V. Manage reserve account investments.

## **ECONOMIC DEVELOPMENT/VISITOR SERVING MARKETING CAMPAIGN 2015-2016**

The Chamber of Commerce has a professional corporate sales manager to increase mid week hotel sales. He has been very effective for the past 13 months bringing in over \$350,000 in sales and helping to raise the occupancy level by 12%. We have made great strides in all areas of tourism. These City funds help pay for weekend staff so the visitor center can be open on weekends. The BID support pays for a professional corporate website destination for meeting planners. And, sales tax is increased due to our Buy Coastal program. The City Chamber partnership has worked extremely well in increasing funds to the city's general fund.

### **1. \$25,000 to Visitor Bureau**

The Half Moon Bay Coastsides Chamber of Commerce & Visitor's Bureau spends 70% of their time on visitor serving activities whereby only 12% of member revenues are derived from visitor serving businesses. Tourism being Half Moon Bay's number one revenue source allows for the conclusion that the trickle down affect to other service businesses is extremely high, so the time spent on tourism benefits all.

#### **2015-2016 Visitor Serving On-going Projects**

##### **a) Representing Half Moon Bay via social media including facebook & twitter**

The Chamber and Visitors' Bureau is currently managing two business pages on Facebook. "Visit Half Moon Bay Coastsides" is a visitor serving oriented page where we post messages enticing visitors to Half Moon Bay for the day and encourage them to spend several days. We also have a "Half Moon Bay Coastsides Chamber of Commerce & Visitors' Bureau" page, which is business oriented. We post business updates to encourage the patronization of local businesses. These are updated often and create a buzz regarding Half Moon Bay. Both Facebook pages have like Twitter accounts (<http://twitter.com/visithmb> and <http://twitter.com/hmbchamber>). We are keeping current with the social media trends and encourage people to like our pages on Facebook and/or follow us on Twitter to stay closely connected with Half Moon Bay.

**b) Marketing Half Moon Bay through the Visitors' Bureau**

We have found through extensive research and focus groups that the most effective branding of Half Moon Bay is that "We have it all!" We are a microcosm of Northern California. When people do not have time to visit Napa, the redwoods, and Carmel, they can come to Half Moon Bay and get a feel for northern California all in one easily accessible place. We do numerous PR articles on this Branding slant a year and host numerous writers for tours of the city.

**c) To continue updating our websites to provide information about Half Moon Bay retail and commercial opportunities, as well as tourism information.**

We are constantly updating and adding new helpful content to our award winning website and assisting visitors and locals alike in finding goods and services. Our website includes a powerful local business directory with keyword search capability and mapping technology, a dynamic local events calendar, up-to-date articles and information relevant to local business/residents/visitors, a popular photo gallery, and extensive tourist information including an electronic version of our popular Visitor Guide.

Our website is designed and maintained with relevancy and ease-of-use as top priorities. An option for a user to synchronize our event calendar with MS Outlook has become a very well-used feature, and we have further enhanced tracking and analysis capabilities. Each month we invest time in optimizing our internal search engine modules to ensure that we are referring each and every lead directly to our members.

The Chamber sends out a Weekly Chamber Update email (html-formatted) that keeps our membership informed and alerts them to opportunities to grow their business. This tool has improved communication and has contributed to increased participation and renewed enthusiasm from our members. We also send out mid-week "miniature" plain text broadcast emails as needed for urgent communications which is invaluable during times when we must update our businesses in a quick manner, such as recently when a company was fraudulently hitting up businesses on the Coast for fire extinguisher service.

In cooperation with local businesses and travel industry experts, we have created a section of our website dedicated to ecotourism. The information presented in this section reflects the mission statement of our ecotourism program: "Responsible travel to natural areas and directly related cultural resources that conserves the environment, provides extensive opportunities to learn and sustains the well being of local people." The Chamber has also implemented an improved secure shopping cart interface for Chamber products and services.

We continue to pursue opportunities to utilize cutting edge technologies and partnerships that will expand our exposure.

**d) To continue the annual updating and distribution of a visitors' guide**

Even with the internet, this guide is still a valuable tool for the tourist and has not lessened its popularity with them. This guide includes general information on the Coast; lodging, restaurants, shopping, conference locations, wedding information, leisure and fun information (churches, limousine services, golf, sport fishing, nurseries, etc.), points of interest, ecotourism, and an event calendar. 13,000 copies are distributed annually to the San Mateo County Convention & Visitors' Bureau and distribution points along the Coast. They are also mailed daily to event planners, companies, and individuals. And, the guide is now electronically available via our website.



## 2016 BUSINESS PLAN

**e) To assist in staffing weekend office**

Hours: Monday-Friday from 9am-5pm (all year round) and Saturday-Sunday from 10am-3pm (all year round and most holidays). We are open 7 days a week to assist tourists with shopping, dining and staying in Half Moon Bay!

Using our main office at 235 Main Street, our weekend staff is able to direct people to our Main Street and other Half Moon Bay businesses. These staff persons are able to answer questions and direct visitors to lodging, restaurants, recreational businesses, etc.

They are now housed at the Chamber office instead of the Mac Dutra kiosk and have access to our phone, fax, and computer information now to assist in making reservations.

**f) Campaign to promote Half Moon Bay coast as an ecotourism destination**

Charise McHugh has **successfully** lobbied California Travel and Tourism Commission (CTTC) to put more money and effort into promoting rural/ecotourism in the state. CTTC has established a roundtable advisory group on sustainable tourism to the commission of which she is part.

Charise has spoken on Ecotourism at the 2012 International Ecotourism Conference, on the "Greening of Businesses" at the 2009 W.A.C.E. conference, at the 2008 conference on "Chambers Going Green", the Superchex Conference 2007 on "How to Create an Ecotourism Program", the Nature Tourism Conference 2007 on "Developing Partners for Ecotourism", and at the CalTia Rural Tourism Conference on Catalina Island on "How to Create an Ecotourism Program."

She has become a moving force in making the California Travel & Tourism Commission and CalTia realize the importance and marketability of rural tourism. Ecotourism is continuing to gain momentum and it is important that we continue to position ourselves as a leader in the industry.

***The Chamber and Visitors' Bureau always looks to take advantage of new opportunities as they present themselves. These are impossible to predict 2 years in advance.***

### 2015 REPORT AND STATS:

Produced a brand new ecotourism map for distribution in Fall of 2013. The Visitor's Guide (1/2015) is produced annually with sections on conferences, events, things to do, restaurants, etc. We tried a Farm to Table event, and although it was received very well it is cost prohibitive to sustain. We charged \$150 per person and it cost \$170 per person. (9/2014). For 2015 events, see above.

### OCCUPANCY RATES:

2012 – 63%

2013 – 66%

**2014 CITY OCCUPANCY RATE – 72%**

### MEASURABLES:

- INCREASED OCCUPANCY RATES
- NEW ECOTOURISM MAP
- ANNUAL VISITOR GUIDES
- WEEKEND AND HOLIDAY STAFF HOURS FUNDED
- NEW EVENT TO INCLUDE ALL OF HALF MOON BAY SUPPORTED BY THE MERCHANTS AND RESTAURANTEURS
- NEW HEALTHY KID'S FAIRE EVENT

### 2. **\$25,000 to Half Moon Bay Hotel Business Improvement District (BID)**

The Half Moon Bay Hotel Business Improvement District (BID) was founded as a request by Half Moon Bay hotels as a means to advertise the Coastside directly and have control over advertising dollars. They assess themselves \$1 per rented room night and annually have about \$175,000 to spend.

The board is made up of hotel owners and managers, and now a representative from the city to decide on how the money will be spent. They have done newspaper, magazine, radio, TV, web ads, website development and enhancement, pay per click, travel conventions, hosting travel writers, a designated PR person, and promotions to date. Presently, they are spending their money on increased hours for the PR person, web enhancements, travel writers, and pay per click.

Half Moon Bay currently averages about 8-10 nationally published articles per month, and frequently an international article as well. This is what the Board of the BID has found most effective as the press has been excellent.

The \$25,000 that the city has contributed to the BID funds in 2012-2015 has been strategic in achieving their goals, especially in financing the Destination advantage web site that is \$40,000 per year. This money is well spent, and having a voting City representative on the board makes it possible for the city to have a clearer understanding of the marketing that is being done and to have a say in how the funding is used.

- a) **The website**, [www.visithalfmoonbay.org](http://www.visithalfmoonbay.org), is the Home or Hub to increase number of visitors to the Coast and increase room bookings by promoting key services and businesses.
- b) [www.halfmoonbaymeetings.com](http://www.halfmoonbaymeetings.com) is a **new site** that works in tandem with the BID and chamber site.
- c) These funds help pay for the \$40,000 a year mid week corporate sales website, Destination Advantage.
- d) **Google AdWords** extend the targeted keywords phrases possible to drive traffic to the Website, keyword phrases that must be purchased because of competition for them in search results where the Visit Half Moon Bay site has no ranking and findability.
- e) **Outposts** foster searchers interaction leading to drive traffic to the website and where appropriate promote lodging bookings. Outposts include a Blog, Social Media, Online Video, Photo Sharing, and Foursquare.

#### **Social Media Tactical Plan – Specific Tools**

The BID currently uses the following Social Media to increase website traffic and interest in Half Moon Bay: Blog - Facebook Business Fan Page - Google+ Business Fan Page - LinkedIn - Pinterest - Twitter - YouTube - Flickr - Foursquare

#### **Social Media Action Plan for 2015-2016**

The infrastructure is laid and there has been a 60% increase from last year in website traffic leading to an increase in visitors and room bookings. This must be built out now to continue the increase.

- a) **Expand Social Media** footprint and engagement with searchers to drive traffic to the Website for conversion to becoming visitors to the Coastside for shopping, recreation, and booking rooms. This will require a Social Media Manager

- b) **Expand the Blog** entries to increase engagement, contribute to the Search Engine Optimization of the Website, facilitate Content Marketing Optimization, and incorporate Visual Marketing to the marketing mix. This will be in the Social Media Managers job description.
- c) **Expand the Google Adwords** campaign to include lodging and local activities keyword phrases that are beyond the ones currently targeting just Half Moon Bay. Bay Area and Northern California targeting is needed. A staff person must research appropriate targeted keyword phrases to extend the reach and facilitate the program with Hotel Travel Check.

***The BID is a board and is continually presented with advertising and marketing opportunities. The Board also makes decisions on what is available and advantageous.***

### **2015 REPORT AND STATS:**

**Corp Sales Manager has done a tremendous job marketing the Coastside** on the current preferred Meeting Planner websites increasing corporate mid week sales. This was also enhanced by the BID in coordination with our Corporate Sales Manager, Roy Truitt. The BID contracted with Cvents for a temporary free account while we compared it to Destination Advantage. The BID contracted with Destination Advantage. Start Date: 3/2014 the BID is paying for the Destination Advantage.

**The BID signed up for a free trial on Cvents:** We have researched group meeting websites, held conference calls with Chris Chambers and Mark Nelson of CVENTS. The **CVENTS website** is the most successful website used by meeting planners because it is trusted to have good reliable information. We have arranged for Half Moon Bay to have a listing at this time, free of charge temporarily. We now for the first time have awareness on this very valuable website. We are continuing to research and evaluate the opportunities with this website.

We have a full package on Destination Advantage which is the preferred site.

**The HMB Hotel BID paid for HMB to be on this website:** We had a meeting with Donovan Shia President of **Destination Advantage**. Donovan's company specializes in e marketing destination sites for city CVB's. They would develop Half Moon Bay's own search engine, as well as a micro electronics site for destination travel. They would constantly create and improve key word searches and messaging for future meeting planner. Finally, they have a data base of meeting planners who use destination websites. Building our own search engine will enable our office to develop a data base of meeting planners. His company is developing an economic development data base for cities, and we may want to have future discussion with him regarding this service for Chamber business development. We gave him a tour from San Jose to San Francisco airport as well as the coast and Half Moon Bay. Finally, should we decide to use these two sources, it will increase our awareness as well as start building a data base.

3/25/14 – The HMB Hotel BID voted to spend \$2000 on a corporate brochure package (Done 6/14), \$4000 on a website upgrade to a section dedicated to corporate and wedding sales (Done 5/14), and \$30,000 for Destination Advantage for the first year (Done 5/14) and \$40,000 to continue full coverage for 2015.

**Terry Plank now manages and/or implements the following BID channels and activities: the Blog, Social Media Manger, Website Management Oversight, Google AdWords, BID Book Direct online reservations system, creation of videos for YouTube Marketing, Flickr. We have increased his ours and the dollar amount for pay per click to \$70 per day.**

### **MEASURABLES:**

- **NEW CORPORATE BROCHURE**
- **INCREASED KEY WORDS AND FINDABILITY**
- **NEW [WWW.HALFMOONBAYMEETINGS.COM](http://WWW.HALFMOONBAYMEETINGS.COM)**
- **REPRESENTATION ON THE PREMIER MEETING PLANNER SITES**
- **169 ARTICLES GENERATED FROM THE BID FROM JAN. 2013 – FEB. 2015**

### **3. \$7,000 Buy Coastal (Shop Local) Campaign**

The Chamber would like to CONTINUE to increase local and tourism spending by launching a campaign to shop coastal. We do not want to name this campaign “Shop Local” because we do not want our visitors to think they should buy from their own hometown instead of ours, thus “Buy Coastal “instead of “Shop Local.”

- Reusable Bags:** continue to provide non woven polyurethane logoed reusable bags that would be available to the merchants at a nominal fee and have space for their individual logo on one side. These bags have a beautiful scenic design that speaks well for our destination. We would like to continue to give these away to tourists to take home and advertise Half Moon Bay for us.
- Rewards program:** Continue to pay icoastside to manage and update the Rewards program. This program provides an electronic mobile points incentive program in which shoppers can redeem awards at participating merchants, businesses, and restaurants, and service providers.”

### **2015 REPORT AND STATS:**

#### **Buy Coastal Program:**

The Chamber’s Buy Coastal program is working with the designers of icoastside to create a Rewards Loyalty Program to be implemented via icoastside that will enable consumers to download rewards points from any participating business via their smart phone. This will be good for the consumer and the business and encourage repeat shopping/dining. The updates were sent to android and apple phones the first week of February, so they are available for merchants and businesses to utilize. There will be a technology learning curve here for the businesses. Icoastside will work with them to individualize their rewards program.

#### **Reusable Bags:**

The Chamber produced 5,000 beautiful scenic coastal reuseable bags for locals to use here and visitors to take back to their hometown.

- We designed beautiful postcards for visitors to buy. Just ordered a second 1,000.
- We designed a hand drawn Main Street Map that will be given out by all the merchants.
- We have an icoastside add for the app on the SamTrans bus Route 17.

#### **MEASURABLES:**

- **COASTAL SCENIC REUSEABLE BAGS**
- **COASTAL SCENIC POSTCARDS**
- **ICOASTSIDE APP AD ON BUSES**
- **ICOASTSIDE REWARDS PROGRAM LAUNCHED**

### **4. \$10,000 Economic Development via a Professional Corporate Sales Manager :**

The Chamber would CONTINUE EMPLOYING Roy Truitt as an independent contractor specializing in mid week corporate sales. Roy has done a tremendous job the last 14 months, and we would like to continue the work we have started. This mid week business is a direct increase in mid week TOT coming to the city. Mr. Truitt is making great strides in the Silicon Valley area in attracting their executive and corporate meetings to the Half Moon Bay coast instead of Monterey and elsewhere

- a) Continue corporate sales manager.
- b) Use a portion of these funds for Chamberlin PR to promote the events and mid week tourism.
- c) Outreach: Do outreach to appropriate businesses and industries.
- d) Marketing: Coordinate the appropriate materials and outreach with the tourism marketing when appropriate.
- e) Continue with some event media support; ie Healthy Kids Faire

### 2015 REPORT AND STATS:

**Corp Sales Manager, Roy Truitt, has done a tremendous job marketing the Coastside to** on the current preferred Meeting Planner websites.

**We signed up for a free trial on Cvents:** We have researched group meeting websites, held conference calls with Chris Chambers and Mark Nelson of CVENTS. The **CVENTS website** is the most successful website used by meeting planners because it is trusted to have good reliable information. We have arranged for Half Moon Bay to have a listing at this time, free of charge temporarily. We now for the first time have awareness on this very valuable website. We are continuing to research and evaluate the opportunities with this website.

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**Farm to Table Event** and **Healthy Kid's Faire** costs were also part of this section, have not included that report since we are not asking for event funding in this proposal.

**ESTIMATED GROUP SALES REVENUE GENERATED TO DATE (1/30/15) = \$321,250**  
**2014 CITY OCCUPANCY RATE – 72%**

### **MEASURABLES:**

- **REVENUE GENERATED \$308,100 IN 2014**
- **REVENUE GENERATED \$160,000 in first 2.5 months of 2015**
- **HMB CITY OCCUPANCY INCREASED BY 12%**
- **CORPORATE BOOKINGS TO DATE - \$548,500**

### 5. Tools For Business Web Site Enhancement: \$810:

The Chamber and City both have Tools for business on our websites to help businesses access needed information on everything from local permits to state and federal requirements. The chamber has paid the **\$1,620** each year. We would appreciate it if we could split it with the city. The average monthly traffic is 585.

<http://halfmoonbay.toolsforbusiness.info>

## Tourism Statistics

### Lodging:

Half Moon Bay – 597 rooms

Coastside – 154 rooms

Total – 742 rooms

### 2013 Visitors:

Overall annual Coastside Visitors – 3,822,350 estimate

Half Moon Bay Overnight Visitors – 143,800 estimate

\$80,897,062 in overnight visitor spending (*based on average room rate of \$225*)

<u>Overall Average Room Occupancy:</u>	2006 – 65%
	2007 – 58%
	2008 – 47%
	2009 - 53%
	2010 – 58%
	2011 – 60%
	2012 – 63%
<u>City Average Room Occupancy:</u>	2013 – 66%

County (Coastside) Average Room Occupancy: 2013 – 58%

### Visitor Profile:

15% foreign visitors

22% domestic visitors

63% Northern California

Mostly couples, some families

Busiest time of year is from April – Nov.

### Visit California 2011:

Return on Investment \$231 for every \$1 spent

Tax Revenue - \$15 to \$1

### Maverick's Invitational:

About \$2.1m in revenue to the Coastside

### Pillar Point Harbor

Based on the model of \$2.50 for the hotel (or this case RV space) price, which when  $\$45 \times 2.5 =$  **\$112.50 per day**

### **Highway 1 Traffic at Miramar**

a.m. peak traffic hour volume 1,650 vehicles/hour

p.m. peak traffic hour = 1,932 vehicles/hour

Sat. Midday = 2,205 vehicles/hour



<b>Event Name</b>	<b># of Attendees</b>
Pumpkin Festival	300,000
Night of Lights	4,000
Passeggiata	500
Tour des Fleurs	360
Farm Day	325
Dream Machines	25,000
Healthy Kid's Faire	500
Maverick's Invitational Surf Competition	45,000

Retail Purchases : 40% LOCALS, 40% Bay Area, 20% 50 miles and beyond

## **YOUR RETURN ON INVESTMENT AND MEMBER BENEFITS**

The best investment any company can make in growing its business is to expand its client base and connect with potential customers. The Half Moon Bay Coastsides Chamber of Commerce Chamber & Visitors' Bureau offers a variety of programs that provide an excellent return on investment. For your membership investment, you receive the following:

### EXPOSURE & REFERRALS

- Listing in Chamber referral database
- Free marketing consultation with Chamber CEO to give your business maximum exposure
- One business and category listing on the official Half Moon Bay Coastsides Street Map
- One business and category listing in the Half Moon Bay Coastsides Business Directory mailed to all Coastsides households and businesses
- One business, category and address listing in the Half Moon Bay Coastsides Visitor Guide with 13,000 print copies distributed annually (for visitor serving businesses)
- Complimentary business display in the Chamber lobby
- Free Business Profile in one of the Weekly Email Updates
- One free event featured per year in the Chamber's Weekly Email Update
- Marketing opportunities with over 20 events annually and numerous committees
- Annual pass to Network@Night mixers
- Discounted advertising opportunities in Chamber publications
- Complimentary subscription to Coastsides Business Connection quarterly newsletter and weekly Chamber update emails
- Free printed list of Chamber members by request
- Inclusion in Relocation Packages
- Free Ribbon Cutting Ceremony for new businesses
- Referrals from the Chamber's website, publications and staff

### WEB & MOBILE PRESENCE

- Unlimited business category and address listings online with description, link to your website & more
- Free bold listings on the iCoastsides mobile application
- 24 hour information and referrals on [www.hmbchamber.com](http://www.hmbchamber.com)
- Access to Members Only section of Chamber website where you can update your listings, create coupons, add images & more

- Free event listings on the Chamber's online calendar and iCoastside mobile application

### GOVERNMENT RESOURCES & REPRESENTATION

- Labor law compliance products available to members at a discounted rate
- Complimentary legislative reports
- Tools for Business Success on [www.hmbchamber.com](http://www.hmbchamber.com) with local, state and federal government forms, permits and information
- Support, counsel and representation for government red tape

### SAVINGS

- Free membership to San Mateo Credit Union
- Chamber Office Depot Program saving members 15% to 25% annually on office supplies
- Chamber OfficeMax Partner Advantage Program offering members reduced prices on over 25,000 products
- Use of Chamber bulk mail permit providing savings of up to 50% on direct mail marketing
- Discount on membership mailing labels & electronic member lists
- Use of the Chamber board room for free by reservation
- Up to 25% off your Constant Contact email marketing account
- Free List Plan 1K with Benchmark Email for email marketing
- Discounted business seminars taught by top professionals

## 2016 EVENTS

**Board members are strongly encouraged to attend**

### Events 2016

**Jan. 27 – Annual Dinner**

**Feb. 25 – Supplies Party – Maverick's Event Ctr**

**Feb. 26 – Business Round Table**

**Apr. 1 – Farm Day**

**May 19 – network@night – Meet Your Leg. – Miramar Farms?**

**May 27 – Business Round Table**

**May 27 – Passeggiata**

**June 16 – network@night w/ Rotary & BNI - Bus. To Bus. – Spicoli Pizza?**

**July 29 – Passeggiata**

**July 30 – Tour des Fleurs**

**August 26 – Passeggiata**

**Sept. 11 – Healthy Kid's Faire**

**Sept. 23 – Business Round Table**

**Sept. 30 – Passeggiata**

**Oct. 10 – Weigh-in**

**Oct. 13 – network@night**

**Oct. 15/16 – Pumpkin Festival**

**Nov. 9 – Chamber Retreat**

**Nov. 25 – Business Round Table**

**Dec. 15- Holiday network@night - TBD**

**Last Fri. of the month May – Sept. – Passeggiata**