RedondoChamber.org
Annual Report

2016 - 2017
Dear Chamber and Community Members,

2016 / 2017 has been a landmark year with many changes in Redondo Beach. Over the past several years the chamber’s priorities have focused on Creating a Strong Local Economy and creating new job and business prosperity. We supported the City’s vision and planning for Revitalization of the Redondo Beach Waterfront. These efforts have been in discussion for at least 25 years and there have been several plans proposed over the years. Once again it is unclear what Waterfront Revitalization will actually look like, or when it will happen.

As the Chamber develops its 2017 / 2018 priorities, we will be focused on steps required for our community to create a new vision and identifying common ground initiatives that improve our community.

The Chamber believes that making Redondo Beach a sustainable community is an opportunity for officials, residents, and the business community to come together and create achievable goals to make Redondo Beach the best place to live, work and play.

Engaging City Officials:
City leaders should agree that creating a sustainability plan is a worthy goal, and initiate a process to actively listen to the community’s ideas and concerns. We will need a consensus on the definition of sustainability as it pertains to the needs of our community.

Community participants look to city leaders to initiate and manage sustainability initiatives. Elected officials and staff should maintain that leadership role. There is a fine line between strong leadership in a participatory process and strong leadership without participation.

In order to manage community expectations, city leaders should be upfront about any limitations of city resources. They need to make clear the city's perspective on the purpose of the programs, and how it might differ from the community purpose. Agree upon expectations before moving forward with program planning. Design checkpoints throughout the process to make sure both parties are on the same page.

Engaging Residents:
Residents are a valuable resource, offering a first-hand perspective on the strengths and weaknesses of our community. They can contribute a cross-section of diverse ideas and challenges that might otherwise be overlooked. Residents can help analyze the specific needs of their community, and ensure sustainability projects are properly designed to meet those needs.

As the Chamber moves into 2017 / 2018 we hope to engage our elected officials in these types of conversations. I wish you all a prosperous year ahead and please feel free to share your ideas with the chamber.

Sincerely

President / CEO
Redondo Beach Chamber
2016 2017 Accomplishments

Working to Create A Strong Local Economy
- ChamberMail “New Resident Welcome Packet” mailed quarterly
- FREE Score Counseling available every Friday by appointment
- Online Business Resource Center provides invaluable resources on relevant business topics.
- Future Business Leader awarded six high school scholarships to the winning student business plans
- Re-launched the Military Discount Program
- Support the City’s Waterfront Revitalization project creating a strong economy and local jobs.

Networking & Promotion Opportunities
- Produced 12 Business After Hours Mixers
- Hosted 12 Network Café Luncheons
- Hosted two Speed Networking Events
- Thanked our members with an Member Appreciation event
- Hosted the Annual Regional “Summer Mixer and Food Tasting” at the Seaside Lagoon
- Welcomed 96 New Members
- Facilitated quarterly New Member Receptions
- Offered Member to Member Discount Program
- Provided member discounts to Office Depot, Employee Savings, Advertising in local media.
- Highlighted 12 members on Facebook
- Featured 12 members in Beach Business
- Officiated over 24 Ribbon Cutting Events
- Ambassadors made over 550 Good Will calls and gift deliveries to members

Welcome Ribbon Cuttings
Hilton Garden Inn  Residence Inn  Homewood Suites
Promoting the Community

Tourism Highlights

- Maintained competitive occupancy rates over the entire South Bay
- Room rates have increased by 4.7%
- Increased TOT by 7.8%
- Travel Writers: Hosted 42 visits that resulted in 128 placements promoting Redondo Beach
- Advertised in tourist print and online media outlets, reaching over 50 million (Horizon Travel & Lifestyle Magazine; Delta Sky Magazine; LATCB Official Visitor Map; LATCB 2017 Official China Guide; WhereLA; USA Today Go Escape -Summer Edition 2017; Sunset; Antelope Valley Press; Southern California Life Magazine; Thrillist; L.A. Times; Travel Guide to California; Brand USA Inspiration Guide; Brand USA Multi-Channel Co-op; Trip Advisor; The Knot; Wedding Wire; Brides Magazine; South Bay Magazine)
- Social Channel Audiences increased: Facebook: 56,027; Twitter: 6,987; Instagram: 5,366
- Wedding Website: Increased traffic to our website by 80%
- Tourism Website
  - 30% of all outbound links from VisitRedondo were to Stay and Dining Members
  - Social Media Accounted for 22% of the total web traffic for the year
- Responded to over 2,500 tourism requests for information from walk-in, email request and website requests
- Published a Meeting & Entertainment Guide as well as a Restaurant Guide
- Distributed 75,000 rack cards to 758 locations
- Attended seven domestic and international Conferences & Tradeshows
- Hotel Promotion: Offered a successful Stay in Redondo Beach & Get the 3rd Night FREE! Valid at the following Hotels December - May 2017

Tourism - Public Relations Highlights
Leadership Redondo

- Welcomed 23 participants to the 2017 Program
- Celebrated the 2015 Class Project *Activate Aviation* mural & water station
- Celebrated the 2016 Class Project *Let Leadership Ring*; bell donation the Redondo Union High.

**Welcome Leadership Redondo 2017 Class**

Represent the Interest of Business

- Released our 12th annual vote record showing how local state officials sided with Redondo Beach Business
- Tracked over 50 potential new laws that would impact business
- Provided members information on new laws enacted that would impact their bottom line
- The Chamber joined 15 Coalitions
- The chamber opposed more than 22 laws that were identified as “Job Killers”.
- Testified at City Council on issues effecting local business
- Opposed Measure C Waterfront Zoning
- Partnered with South Bay Association of Chambers of Commerce (SBACC), signing of the South Bay Regional Aerospace Industry Alliance

**Signing of the South Bay Regional Aerospace Industry Alliance**
Redondo Beach Chamber of Commerce & Visitors Bureau Income

- TOT FUNDS (Tourism) ....... $673,629  37%
- CITY CONTRACT .......... $68,880  4%
- MEMBERSHIP .............. $165,499  9%
- PROGRAMS & EVENTS ..... $893,166  49%
- OTHER INCOME .......... $40,056  2%

TOTAL INCOME .............. $1,841,230  100%

Redondo Beach Chamber of Commerce & Visitors Bureau Expense

- SALARIES & BENEFITS..... $439,284  23%
- TOURISM MARKETING ...... $477,649  25%
- PROGRAMS & EVENTS ..... $742,174  38%
- OVERHEAD ................. $272,934  1  4%

TOTAL EXPENSE ............. $1,932,041  100%
Redondo Beach Chamber of Commerce

Thank You 2016/2017
Board of Directors for Your Service

CHAIR OF THE BOARD
Ann Garten (2)
El Camino Community College

CHAIR ELECT
Mary McKenrick (2)
Athens Service

PAST CHAIR OF THE BOARD
Michael Jackson (2)
The Dardanelle Group

COMMUNITY RELATIONS
Mickey Marraffino (1)
Center Cal Properties

GOVERNMENT RELATIONS
COUNCIL (STATE & Federal)
Alex Maruszko
Morgan Stanley

GOVERNMENT RELATIONS
COUNCIL (LOCAL ISSUES)
Brett Henry
Trojan Storage

ECONOMIC DEVELOPMENT
Heidi Butzine (1)
Localista Media

MEMBER SERVICES
Mark Applegate (1)
Applegate insurance

VISITORS BUREAU
Dinah Lary
Body Glove

TREASURER
John Gran
Fish Window Cleaning

DIRECTORS
Susan Cordone (1)
California Water

Craig Funabashi (1)
Property Professor, Inc.

Laurie Glover (1)
Silverado Senior Living

Sandy Miller (1)
Kaiser Permanente

Corey Moore (1)
Northrop Grumman

Eric Pendergraft (1)
AES Generating

APPOINTED DISTRICT REPS

NORTH REDONDO BEACH
John Gran

KING HARBOR DISTRICT
JoAnn Turk
King Harbor Association

PIER DISTRICT
Reggie Thomas

SOUTH BAY GALLERIA
Michael Sherobiem

RIVIERA VILLAGE DISTRICT
Chris Hatanelas
Sacks on The Beach
Thank You Redondo Beach Chamber Chairman Circle Partners
For your Generous Support!