

Mammoth Lakes Town Council Agenda Action Sheet

Title: Presentation by Mammoth Lakes Chamber of Commerce on FY21-22 Work Program and Work Plan for FY22-23.

Council Meeting Date: 6/15/2022

Prepared by: Daniel C. Holler, Town Manager

Recommended Motion: Council to provide comments as appropriate on Chamber Work Program.

Summary:

The Mammoth Lakes Chamber of Commerce provides business support and educational services and housing program support under an agreement with the Town. The Chamber provides periodic updates to the Council on their work efforts. This presentation will provide an overview of their achievements and areas work for FY21-22. Information will be provided on looking forward to their work program for FY22-23. This is an opportunity for the Chamber and Town Council to review expectations and areas of work provided for in the agreement. The Chamber agreement extends through 2025 and has a fixed level of support of \$300,000 per year.

The work program provided for in the agreement includes:

MAMMOTH LAKES CHAMBER OF COMMERCE BUSINESS SUPPORT, DEVELOPMENT AND ECONOMIC VITALITY PROGRAM

The Mammoth Lakes Chamber of Commerce (Chamber) implements a number of programs and provides services including education, relationships & connections, economic vitality, partnerships, business exposure, advocacy and member benefits. The top priorities are the members, a healthy business community and being the voice of business – not just the eyes and ears as the Chamber strives to represent the interest expressed by the Members. The overall work program of the Chamber includes a number of other community-based programs and events that enhance business to business communication, community engagement, promotions, and working in partnership with other entities to enhance the overall local business environment. The Chamber also supports businesses through the Employer Assisted Housing (EAH) program. The EAH Program is designed to match local employees, who are vetted through the Chamber process, with housing alternatives, including coordination with employers and outreach to owners to locate housing options. The EAH program as established by the Chamber will continue. The funding provided to the Chamber is designed to support the ongoing work program of the Chamber and the implementation of the deliverables provided below.

DELIVERABLES

1. Continue to provide overall management and support for Chamber services.
2. Provide regular opportunities for businesses to network and establish business to business relationships on at least a quarterly basis. This may be achieved through regular business after hour events, power lunches, and similar business focused events.

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3. Provide leadership to bring specific training to local businesses in such areas as marketing and promotion, use of social media, business plan development, financial planning, customer service, SBA loans, and similar services.
4. Provide at least two customer service-related training opportunities annually.
5. Provide community engagement opportunities through hosting innovative speakers, promotion of community events, putting on the 4th of July Parade, and opening celebrations (ribbon cuttings) for new businesses.
6. Serve as an advocate on local business matters before local governmental agencies (i.e., Town, County, Schools, and Special Districts) and establish and maintain a governmental affairs committee to assist the Chamber in making recommendations on governmental proposed policies and actions.
7. Establish regular outreach materials and methods to local businesses and other interested parties, which may include, but is not limited to electronic, social media and/or print media.
8. Provide support to the Town as requested to engage with area business owners on concerns raised by businesses such as capital projects directly impacting local businesses, sign programs/codes, beautification, and related actions or programs considered by the Town and/or requested by businesses.
9. Work cooperatively with Mammoth Lakes Tourism (MLT) on marketing, promotion and engagement with local businesses, events and activities that support the goals of MLT and enhancing visitation and visitor experiences.
10. Maintain database of candidate housing units and locations for Employer Assisted Housing (EAH) Program, including second homeowners, HOAs, short term rentals (STR) and other properties, hotels, RV and trailer parks, and other options. The effort continues the program established by the Chamber in FY19-20 and FY20-21.
11. Establish Employer Verification Program to ensure homeowners are renting to members of local workforce and deploy and maintain roommate matching app/website program including contracting with appropriate 3rd party vendor as necessary.
12. Provide formal updates (a minimum of two per year) to the Town Council on Chamber activities with one to outline the coming year's work program.
13. Provide ongoing informal updates as appropriate to Town Council and Town Staff.