

2021-2022 ANNUAL REPORT

MAMMOTH LAKES CHAMBER OF COMMERCE

The Mammoth Lakes Chamber of Commerce (Chamber) implements a number of programs and provides services to include, but is not limited to, 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. Supporting businesses through Employer Assisted Housing (EAH) program to match employees with housing alternatives. 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.

The MLCC Board, Leadership and Staff is very appreciative of the strategic alliance with the TOML. That alliance has provided for the success of the organization and our ability to be an advocate for the Mammoth Lakes business community.

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.
 - a. Business After Hours has taken place about half the months in the last year. Locations include: Hayden Cabin, Stellar Brew, Distant Brewing, Mammoth Disposal, High Sierra Energy Foundation, Mammoth Film Festival, Mammoth Coffee Roasting Company & Bluebird Imaging. Attendance coming out of major COVID restrictions has been lower. We see on average 30 attendees. We hope this increases as we move out of COVID.
 - b. Power Lunches have taken place nearly every month. Topics include: Forest Manager, Customer Service, IT security. Attendance is usually around 25 which is lower than pre-COVID. When COVID makes in-person gatherings challenging, we have done PL via Zoom. A panel of local business leaders will highlight the June 2022 Customer Service Power Lunch. We are starting to see Power Lunch attendance rise.
 - c. Our associations have really been a benefit in businesses building relationships with one another, especially within their industry. Our first MLRA mixer in March was well attended and received by the restaurant community.

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.**
 - a. We now advertise Small Business Development Center webinars and continue to connect our members with the SBDC for specific funding related questions.
 - b. Financial assistance opportunities are regularly communicated through our newsletter.
 - c. We are currently working on redesigning our website to better fit the needs of the business community.
4. **Provide at least two customer service related training opportunities annually.**
 - a. While the winter customer service training has good attendance and engagement, the summer one has not yielded the same results.
 - b. Right now, businesses main concern is filling open positions. Due to this, the Customer Service Committee is exploring a Youth Workforce Development Program that would likely take the place of the summer frontline customer service training. Our Student Job Fair saw over 20 participating businesses and we heard back that several students were hired or are in the process of being hired as a result of this job fair. We were able to connect the head of the Mountain's HR department with the school and their HR Director will providing training to some students on "Workplace Conduct." In addition, we are already beginning to discuss a College/Career Expo with the high school next fall.
 - c. We will continue to host the summer manager/owner customer service training, as well as the winter frontline and manager trainings.
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.**
 - a. Last year, forest fire mitigation became a major concern/focus for businesses and we responded by hosting Janet Hatfield from the Eastern Sierra Climate and Communities Resilience Project and Malcolm North a Research Ecologist with the Forest Service.
 - b. In 2021, we were able to produce the 4th of July Parade again. We increased sponsorships in 2021 and are hoping to grow that in 2022 to provide a better parade experience for the attendees. This year's parade will feature:
 - i. Air National Guard Marching Band
 - ii. Responsible Waste Zones – mitigate use of business restrooms and provide trash/recycling along parade route
 - c. We hosted ribbon cuttings for Mammoth Coffee Roasting Company and Sierra Jewelry Co. the past year. Currently in talks with a few other businesses to get theirs scheduled. Additional: Mammoth Lakes Laundromat, The Cactus & The Hawk,

Mammoth Pizza Co & Slice Bar. We'd like to thank MLPD for making an effort in attending these and showing support to our community!

- d. Served the Mammoth Lakes business community by providing PPE (surgical mask, N95 mask, hand sanitizer). We still have some supply and are distributing to businesses upon request.
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.**
 - a. MLCC is the lead business advocacy organization in Mono County. The Chamber has provided business policy positions to the TOML Council & Staff on issues concerning the COVID-19 pandemic.
 - b. Provided support to the California Chamber of Commerce (CalChamber) on "job killer" bills that they opposed: AB1400/ACA11 Single Payer Health Insurance; SB95 Oppose Extension of COVID-19 Paid Supplemental Sick Leave.
 - c. Continue to provide management services to the Mammoth Lakes Restaurant Association (MLRA) to strengthen and unify the voice of the restaurant community within Mammoth Lakes. MLRA Leadership has communicated the restaurant community's concerns and position on several issues facing restaurants.
 - d. Continue to provide management services to the Mammoth Lakes Lodging Association (MLLA) to strengthen and unify the voice of the lodging community within Mammoth Lakes. MLLA Leadership has communicated the lodging/accommodations community's concerns and position on several issues facing lodging.
 - e. MLCC Executive Director continues to serve on the Government Relations Committee (GRC) of the California Travel Association (CalTravel).
 - f. The Governmental Affairs Committee (GAC) is currently undergoing reorganization to try and increase participation.
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.**
 - a. Continue to produce weekly newsletter with new content, information and events each week. While this is intended for our members, any business or community member can subscribe.
 - b. We are also incorporating a text program into our member communications. Members subscribe to our program and receive text reminders about events, programs and deadlines. Text reminders have been well received.
 - c. Our website redesign will assist us in communicating programs, business news and other information to our members (and prospective members).

- d. We continue to update our Facebook Events page with all our Chamber events. These have reached 6,508 people, garnered 150 responses, and 11 ticket clicks since February 2022.
 - e. Our Instagram has gained 41 followers, our content engagement has gone up 73.5%, and our story engagement has gone up 925% since March 2022. Since the introduction of Instagram Reels to our account in April 2022, we have received an average of 1961.5 views per reel and an average of 60.25 likes.
 - f. We have introduced the Chamber to TikTok in April 2022 to share our events in a fun way with a larger audience. Currently we have 10 followers and an average of 426.5 views per post.
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.
- a. Any and all Town press releases and notifications concerning the business community is incorporated into our newsletters and announced in meetings/events.
 - b. Continue to ask TOML Staff to report on the workforce housing efforts, specifically the Parcel, at MLCC committee meetings.
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.
- a. In order to provide accurate information on restaurants, MLT has a “restaurant hours/days open” document that we have worked to promote.
 - b. We continue to support the Yiftee program and encourage our members to sign-up as a vendor.
 - c. Recently MLT updated their photo asset library, which is a very useful resource for businesses when posting about Mammoth Lakes, and we communicated this information to our members.
 - d. The Chamber has increased our partnership on Community Coffee by assisting MLT is determining content.
10. Maintain database of candidate housing units and locations for Employer Assisted Housing (EAH), 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.
- a. Continue to maintain database of renters seeking housing
 - i. We have had 75 new prospective renters join our data base since March 2022
 - b. Continue to build up inventory of homes for renters
 - i. Reached out to over 60 homeowners that have expressed interest in this program in the past.

- ii. Beginning the process of reaching out to different HOAs and companies to see if there is interest outside of those previously interested.
 - c. A slight increase of listed and filled units.
 - i. Since March 2022, we have gained 5 listings that have been promoted on our workforce housing sight.
 - ii. Of those 5 listings, 2 have been filled.
 - iii. Total people housed by our program is 7, all since March 2022.
- 11. Establish Employer Verification Program to ensure homeowners they 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.
 - a. Continue to offer Employer Verification to landlords
 - b. Last few have not requested that due to background check
- 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.
 - a. The MLCC Leadership & Staff always stand ready to provide Town Council updates on chamber activities and programs
- 13. Provide informal updates as appropriate to Town Council and Town Staff.
 - a. Continuous and ongoing.
 - b. MLCC Staff in attendance at TOML Business Roundtable meetings.
 - c. 1 on 1 meetings between MLCC Staff and TOML Council & Staff:
 - i. Dan Holler, Town Manager
 - ii. Rob Patterson, Administrative Services/Finance Director
 - iii. Sandra Moberly, Community and Economic Development Director
 - iv. Stuart Brown, Parks & Recreation Director
 - v. Nolan Bobroff, Senior Planner - Housing Coordinator
 - vi. Mayor Lynda Salcido
 - vii. Town Councilor Bill Sausar
 - viii. Mayor Pro Tem John Wentworth
 - ix. Chief Al Davis