

DRAFT
2022-2023
PLAN OF ACTION
MAMMOTH LAKES CHAMBER OF COMMERCE
GROWING BUSINESS, BUILDING COMMUNITY

The mission of the Mammoth Lakes Chamber of Commerce is to foster a business environment that promotes business development, supports established businesses and encourages new businesses and investment within the Town of Mammoth Lakes.

- Continue the Strategic Alliance with the Town of Mammoth Lakes (TOML) for TOML to provide funding for overall management and support for Chamber services.
- 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.
 - Will monthly continue to produce, in person Power Lunches that will provide not only networking opportunities, but present relevant topics of interest to the Mammoth Lakes Business Community.
 - Will monthly continue to produce, in person Business After Hours events to highlight networking opportunities in casual atmosphere.
- 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.
 - Continue to work closely with the Small Business Development Center, CSU Bakersfield (SBDC-CSUB) to provide training seminars and counseling opportunities for the MLCC membership.
 - Explore and develop a working relationship with the new Eastern Sierra Small Business Resource Center (ESSBRC).
 - In cooperation with SBDC-CSUB & ESSBRC develop counseling resources for all areas of business planning and management.
 - Will determine ways to provide training in the social media arena to the Mammoth Lakes business community.
- Provide at least two customer service related training opportunities annually.
 - MLCC will continue to produce owner/managers customer service training at the June & November Power Lunches.
 - Frontline customer service training will occur in November.
 - “Best Practices” Panels on customer service training will be held, at least, at two other Power Lunches.

- A determination will be made early in 2023 whether MLCC will sponsor a MHS Job Fair in April of 2023.
- 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.
 - Continue to produce and manage the Mammoth Lakes 4th of July Parade
 - Explore streaming parade and also adding animation along route post-parade.
 - Establishing Responsible Waste Zone and Hydration Station along parade route.
 - Continue to produce and manage ribbon cuttings for new businesses, new business ownership and remodeled businesses.
 - Work with Mammoth Lakes Tourism's (MLT) Special Events Manager on development of the Mammoth Lakes Events Association (MLEA), the production of an Events Producer's Workshop and highlighting sponsorship opportunities for local businesses.
 - Continue to manage the MLCC Events Committee
 - Grow the Women In Business (WIB) program by offering individual and business development seminars.
 - Expand the Diversity, Equity & Inclusion (DEI) Committee by offering programs such as "Delve into DEI", by exploring opportunities to increase involvement by at risk communities.
 - Build Youth Workforce Development program: will include Student Job Fair, Career Fair
 - Grow partnership with Mammoth High School and Cerro Coso College
- 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.
 - Maintain the Governmental Affairs Committee (GAC) to provide advocacy for the business perspective on critical issues facing the Mammoth Lakes business community at the town, county, state and school district levels.
 - Continue to recruit members to the Governmental Affairs Committee (GAC). Hold GAC meeting on the 3rd Thursday of each month.
 - Develop working relation with the government relation activities of CalChamber, CalTravel, the California Hotel & Lodging Association and the California Restaurant Association.

- Continue to organize and manage the Mammoth Lakes Restaurant Association (MLRA) and the Mammoth Lakes Lodging Association (MLLA), to serve as advocates for two of Mammoth Lakes' major industries.
- 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.
 - Through the Workforce Housing & Content Coordinator position, use social media to promote and market MLCC activities, events and committees.
 - YouTube Channel
 - Facebook, Instagram, TikTok, Twitter
 - Radio ACE (Arts, Culture, Entertainment) interviews.
 - Radio ads.
 - E-newsletter.
- 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.
 - Provide business community input on the update of the TOML Sign Code.
 - Work with the TOML departments to determine opportunities of collaboration.
 - Communicate Town policies, activities and events through the Chamber Connection newsletter.
 - Provide platform at Power Lunches for Town to give updates.
- 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.
 - Partner with MLT on operating Events Association.
 - Utilize Chamber platform – electronic and associations – to communicate visitor facing information.
 - Continue to partner with MLT on Lodging and Restaurant Associations.
- Maintain database of candidates for Employer Assisted Housing (EAH), including 2nd homeowners, HOAs, Short Term Rental (STR) Properties, Hotels, RV and Trailer Parks, and other candidates.
 - Continue to build out and refine our Renter List, organizing and categorizing the Rents by stages in process.
 - Continue to build a list of interested homeowners, and establish connections with them.

- Continue to build a list of inventory of homes available for our program, and tracking what stage they are in.
- 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.
 - Continue offering Employer Verification to the homeowner.
 - Continue to provide background and credit check to homeowner as a part of the application process.
- 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.
 - Leadership and Staff will make at least two (2) presentations to Town Council, but are willing to present on a more regular schedule if needed.
- Provide informal updates as appropriate to Town Council and Town Staff.
 - Leadership and Staff will continue to engage with 1 on 1 meetings with Town Council and Town Staff.