



Agenda Item #: \_\_\_\_\_

# Staff Report

## City of Manhattan Beach

**TO:** Honorable Mayor Fahey and Members of the City Council

**THROUGH:** Geoff Dolan, City Manager

**FROM:** Bruce Moe, Finance Director

**DATE:** October 18, 2005

**SUBJECT:** Presentation by the Chamber of Commerce Economic Development Committee of the “Buy Manhattan” campaign to Encourage Residents to Shop in Manhattan Beach

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**RECOMMENDATION:**

Staff recommends that the City Council accept the presentation, and receive and file this report.

**FISCAL IMPLICATION:**

There are no fiscal implications associated with the recommended action.

**BACKGROUND:**

In mid 2004, the Economic Development Committee within the Chamber of Commerce was formed, the purpose of which is to look for opportunities to enhance business in our community. Since formation, the committee has developed a brochure promoting Manhattan Beach shops and restaurants which has been placed in surrounding area hotels (attachment “A”). Additionally, funds have been provided to the Ocean Express service which brings visitors to Manhattan Beach from hotels near LAX. Their latest effort is a new campaign, “Buy Manhattan,” to encourage our residents to shop in Manhattan Beach, and when they do spend, to spend here since the money stays within our community for further benefits.

**DISCUSSION:**

This evening, representatives from the Economic Development Committee will be launching the “Buy Manhattan” campaign. The program includes its own logo (attachment “B”) which will be included on promotional items such as window decals and flyers provided to our local businesses. Articles in *The Beach Reporter* and in our upcoming Parks and Recreation newsletter that explain the benefits of residents spending their money in Manhattan Beach will also be part of the outreach efforts. Flyers in water/refuse bills will also be used to remind residents that “what you spend here – stays here.”

When residents shop and spend in Manhattan Beach, those funds support our local businesses and help them grow and thrive. Additionally, the money generates sales tax for the City which is then

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utilized to pay for important services such as police, fire, paramedics, and parks and recreation programs, further benefiting our residents and community. These efforts will help encourage and remind residents that it is important to spend locally because the benefits remain in Manhattan Beach.

Attachments: A. Manhattan Beach brochure  
B. "Buy Manhattan" logo

cc: Chamber of Commerce - Economic Development Committee members

When you visit Manhattan Beach, you'll discover what we've known all along: there truly is no other city in America like our Jewel By The Sea. And when you leave, your cherished memories will entice you to return again and again.



Whether you're looking for a lunchtime rendezvous, a refreshing gelato or an enchanting dinner prepared by one of our award-winning chefs, we offer an eclectic array of fine dining and casual restaurants that will make the perfect end to a perfect day at the beach.

----- Dining -----



----- Entertainment -----

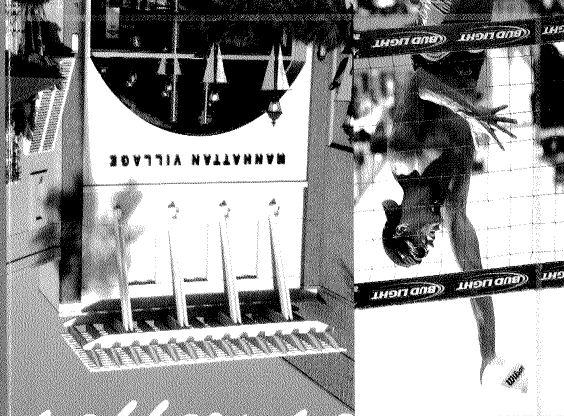
Visit the Manhattan Beach Pier for people watching (or surfer watching) amidst stunning ocean views, stop by the Roundhouse Aquarium at the end of the pier, or rent a bicycle and cruise over 25 miles of beachside bike paths! Or for the hottest nightlife action, check out the numerous pubs and bars lining Downtown Manhattan Beach and El Porto (aka the "North End"). Manhattan Beach has resorts, seaside inns or B&Bs to accommodate most budgets. And since we're just 3 miles south of LAX, you'll find nearly endless hotel possibilities all within a short drive.

----- Accommodations -----



From casual surf wear to the heights of haute-couture, we've got your shopping covered. Stroll along charming Downtown Manhattan Beach to shop numerous boutiques and specialty stores overlooking the Pacific. Or drive down the "Rosecrans Corridor" to visit the elegant Manhattan Village Mall, host to Macy's, other fine fashion retailers, numerous restaurants, and movie theaters.

----- Shopping -----



*Manhattan Beach*

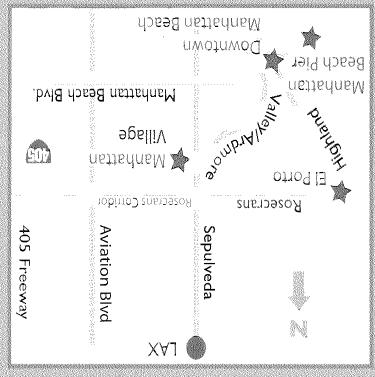


# Manhattan Beach

Experience the quintessential Southern California beach community. Where the sun kisses the sand and each day begins with endless possibilities. Here you can dine among world-class restaurants, shop our many stylish boutiques or explore the stunning blue waters of the Pacific. And the best part? It's all just 10 minutes from LAX!



## Directions



Manhattan Village Mall is located at 3200 N. Sepulveda Blvd., approximately 3 miles south of LAX.

Downtown Manhattan Beach encompasses a 9-block area surrounding the intersection of Highland Avenue and Manhattan Beach Blvd. From LAX, drive south on Sepulveda Blvd. approximately 3.5 miles, then turn right onto Manhattan Beach Blvd. and follow along until you see the ocean!

Additional shopping, restaurants and movie theaters can be found along the "Rosecrans Corridor" between Sepulveda Blvd. and Aviation Blvd., while more restaurants, pubs and bars can be found in "El Porto" along Highland Ave. at the west end of Rosecrans.

- MB Pier at sunset image (front & inside panels) ©John Post, www.johnpost.com
- Surfer skater and volleyball player images (inside panel) ©Chris Miller
- MB Pier with flowers/foliage image (front panel) ©Mary Pat Dorf, www.marypatdorf.com

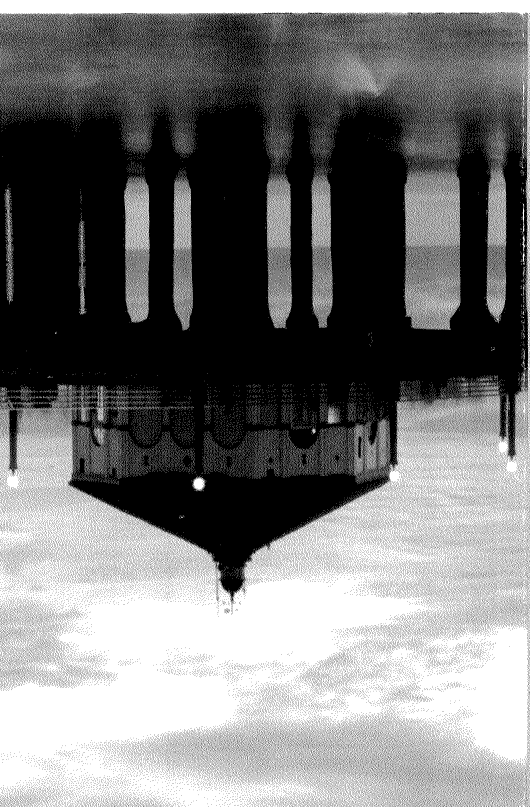
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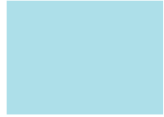
# MANHATTAN BEACH

Portrait of the California lifestyle



order guide





PMS:285-BLUE  
PMS:124-YELLOW  
PMS: 304-LIGHT BLUE

