



MARINA CHAMBER OF COMMERCE

Awareness | Promotion | Advocacy

ABOUT US

The Marina Chamber of Commerce is comprised of our member businesses and an all-volunteer board of directors. We are committed to introducing and promoting member businesses and raising their profiles in Marina and surrounding areas.

MISSION & VISION

The Marina Chamber of Commerce is organized to preserve the competitive enterprise system of business; to help ensure business and community growth and development; and to develop civic, social, and cultural programs that will enhance the values of our community.



YOUR CHAMBER OF COMMERCE HAS ENGAGED IN SEVERAL INITIATIVES DESIGNED TO BOLSTER THE REGION'S ECONOMIC STRENGTH AND ENHANCE ITS COMPETITIVE ADVANTAGE.

THERE ARE SEVERAL WAYS WE DO THAT

- AWARENESS
- PROMOTION
- ADVOCACY



These guides are available at several Monterey Bay storefronts and restaurants. We have also distributed them to several hotels, resorts and airports such as:

- Marina Municipal Airport
- SpringHill Suites Marriott
- Sanctuary Beach Resort
- Monterey Beach Dunes Inn
- Best Western Beach Dunes Inn
- Monterey Plaza Hotel & Spa
- Portola Hotel & Spa
- Monterey Marriott
- Embassy Suites Seaside



LEARN AT LUNCH



We started our “Learn at Lunch” events in 2018 when it was originally called the Chamber Forum. We wanted to provide an opportunity for local business leaders to gather, share a meal, learn something new, and share their knowledge as well. So far, we have covered a number of topics such as...

- Reaping the Benefits of Blogging For Brand Authority, SEO, & Exposure with Geno Quiroz
- Monterey Regional Waste Management District Recycling Facility Tour
- Taking Steps to Avoid Being a Victim of Fraud with Paul Rice
- Learn How the Marina Chamber of Commerce is Helping Local Businesses Reach New Audiences Outside of Marina.
- Learn more about the CalAm Slant Well Desalination Project on Marina’s Shoreline

CASH LUNCH MOB

"We were very pleased with the Marina Chamber of Commerce coming to our restaurant for its first Friday Lunch Mob. They did a great job advertising the event on their website, Facebook and Instagram, giving us good visibility online. Thanks to them, our parking lot was full, and we had several clients trying out our food for the first time. It was a great experience for our restaurant!" - Dezen Chan, Ho Wah Owner

Another initiative we started in 2019 that has become pretty popular is our First Friday Cash Lunch Mob.

We call it the First Friday Cash Lunch Mob because once a month, we encourage as many people as possible to hit up a local restaurant to show our support and pay with cash to help the owners save on credit card processing fees.

When we gather in a large crowd like this, it has certain advantages

- Socializing, networking, and making new friends.
- Other customers get to see a packed house.
- A full parking lot for passers-by to see.
- It encourages awareness to some of our great hidden treasures, and popular local favorites.



We have gathered at...



- Ho Wah Restaurant
- English Ales Brewery
- Cheesecake Dreamations
- Deli Delicious
- Round Table Pizza
- Michaels Grill & Taqueria
- Evelyn's Restaurant
- Michi Japanese Restaurant
- Aki Fresh Mex
- Lola's Kusina
- Demitra Mediterranean Restaurants

Here is what local Marina resident, Elaine Turner, shared on Nextdoor after our Ho Wah event.

"Thank you for arranging this experience. This was definitely a "win-win" situation; good for Ho Wah and good for hungry customers. Although we have been to Ho Wah many times it was a pleasure to meet friends there yesterday for lunch and support one of our favorite Marina restaurants... Again, thank you for organizing this opportunity to support this wonderful restaurant in Marina. Looking forward to the next lunch on April 5th at English Ales" - Elaine Turner

MIXERS & RIBBON CUTTINGS

We are honored to participate in mixers and ribbon-cutting ceremonies initiated by its members. The Chamber of Commerce is here to provide support in planning, promoting, and executing these events. The purpose of a mixer is to:

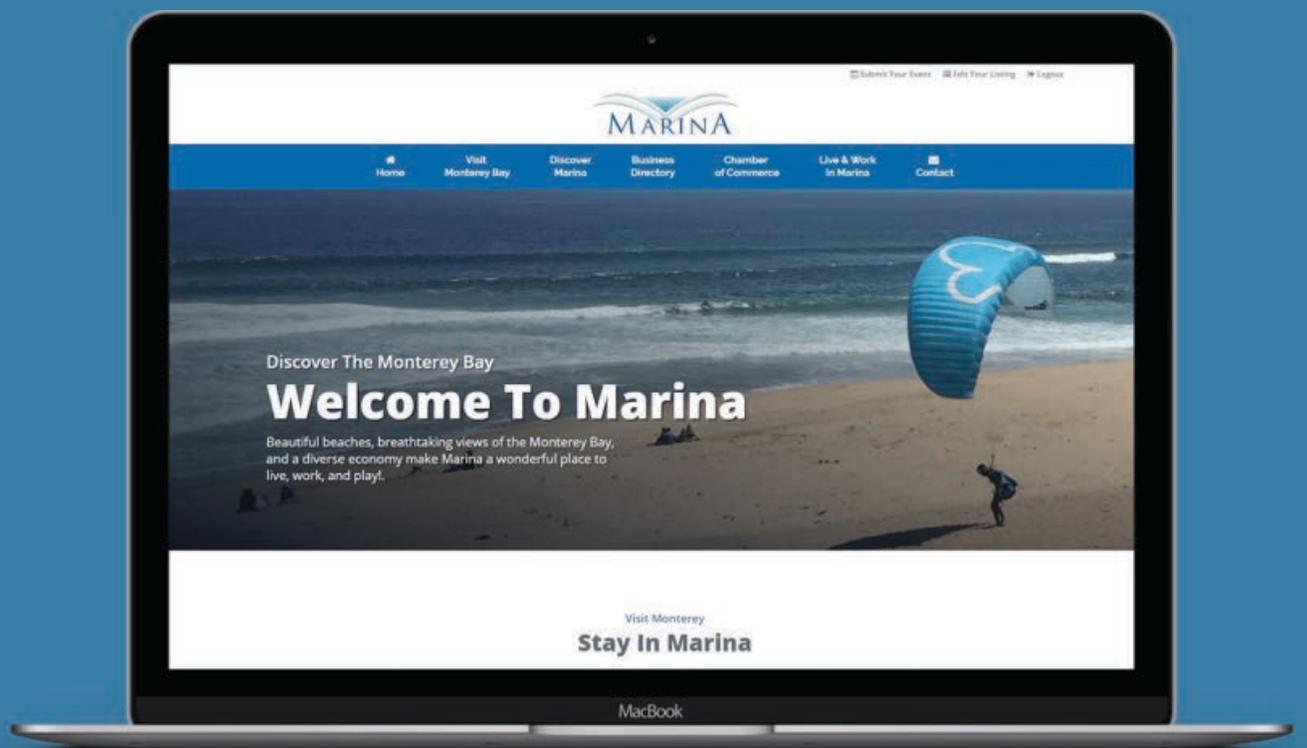
- Create a place for members to network.
- Provide increased visibility for chamber members.
- Provide a showcase for the businesses that host the mixer.
- Provide a showcase for caterers, beverage providers, and entertainers.

Once we get through the COVID-19 pandemic and it is safe to gather again, we envision having mixers and ribbon-cutting ceremonies for our newest businesses in town and businesses that are reopening for the first time in months.



A WORLD-CLASS TRAVEL DESTINATION WEBSITE

An Online Hub For The Whole Community



Part of what makes a region world-class is having a world-class travel destination website representing its community, especially its business community.

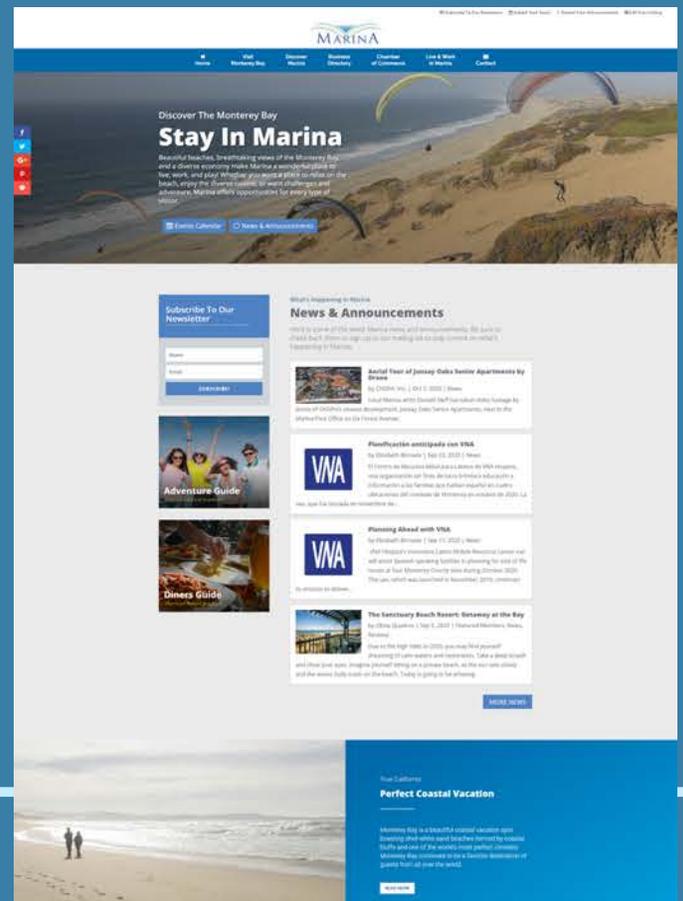
The goal with our website is twofold

1 Promote local businesses and our community

2

Create a functional hub that automates many of our membership processes

We transformed our website from a typical “chamber of commerce website” into a “travel destination website” aimed towards locals, our neighboring communities, and people visiting the Monterey Bay area.



Putting Our Community On The Map

By targeting visitors planning their stay in Monterey, Marina Chamber of Commerce members get the kind of online visibility that is typically only available to businesses with larger online marketing budgets. Chamber members will always have prominent placement over non-members. Like a sponsored search result, the first few spots on the Business Directory will be dedicated to Chamber members. This prominence is just one of the many benefits of becoming a member.

- User Submitted Community Events Calendar
- User Submitted News and Announcements
- Business Directory
 - We want to include as many local businesses as possible so that it serves as a visitor's guide and restaurant guide.

News

Accepting Nominations For Marina Chamber of Commerce Treasurer
 By Sarah Quinn | Nov 21, 2019 | News

We are accepting nominations for Treasurer of the Marina Chamber of Commerce Board of Directors. If you are interested in finances and financial reporting, the economic vitality of our community, a local business owner that wants to help be a voice for other local...

Accepting Nominations For Marina Chamber of Commerce Vice President
 By Sarah Quinn | Nov 21, 2019 | News

We are accepting nominations for Vice President of the Marina Chamber of Commerce Board of Directors. If you are interested in the economic vitality of our community, a local business owner that wants to help be a voice for other local businesses, and/or have an...

8 Tips To Stay Healthy and Sane During the Holidays
 By Elizabeth Hester | Nov 12, 2019 | Health & Fitness, News

Thanksgiving is only 2 weeks away. We'll get the wreaths and...

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UPCOMING EVENTS

Save The Holidays Workshop - Enjoy the holidays, guilt free!
 December 1 @ 10:00 am - 4:00 pm

Julilee Stories: Honoring the Past
 December 3 @ 3:30 pm - 5:00 pm

Marina Chamber Of Commerce 2019 Year End Mixer
 December 5 @ 6:15 am - 10:00 am

December's "First Friday Cash Lunch Mob" is at The Silverleaf Located Inside Dametra in Marina
 December 6 @ 12:00 pm - 1:00 pm

Marina Christmas Tree Lighting Celebration
 December 9 @ 6:00 pm - 7:30 pm

Subscribe To Our Newsletter | Submit Your Events | Submit Your Announcements | Edit Your Listing

MARINA

Home | Visit Monterey Bay | Discover Marina | Business Directory | Chamber of Commerce | Live & Work in Marina | Contact

Events for December 2019

EVENTS IN 12/2019 | SEARCH Keyword | FIND EVENTS | VIEW AS Month

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Save The Holidays Workshop - Enjoy the holidays, guilt free!		Julilee Stories: Honoring the Past		Marina Chamber Of Commerce 2019 Year End Mixer	December's "First Friday Cash Lunch Mob" is at The Silverleaf Located Inside Dametra in Marina	Family Movie Night
2					Marina Christmas Tree Lighting Celebration	
3						
4						
5						
6					December's "First Friday Cash Lunch Mob" is at The Silverleaf Located Inside Dametra in Marina	Used Book Sale
7						Community Christmas Carol Sing-Along
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21						

Used Book Sale

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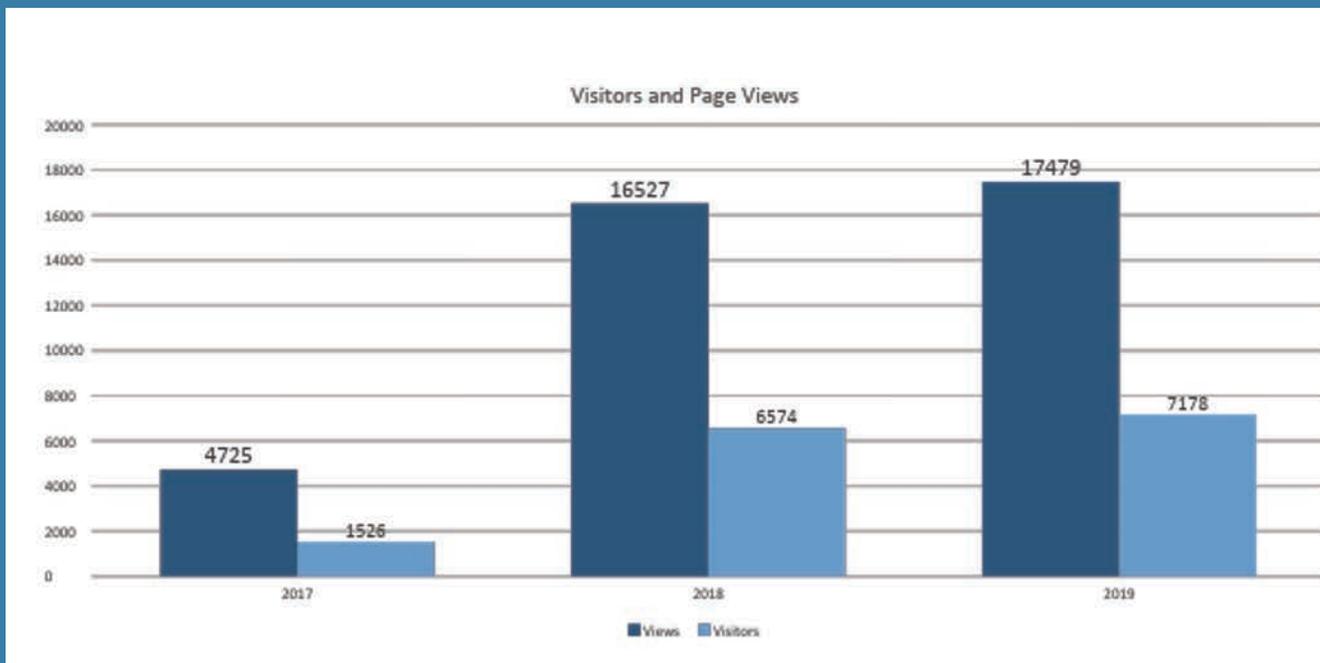
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Show All Events

How is that working for us?

As you can see by the charts, our website traffic increased from 1526 visitors in 2017, when we changed our website strategy, to 7,178 in 2019 as of December 1st. We have more than quadrupled our website page views and unique individual visitors.

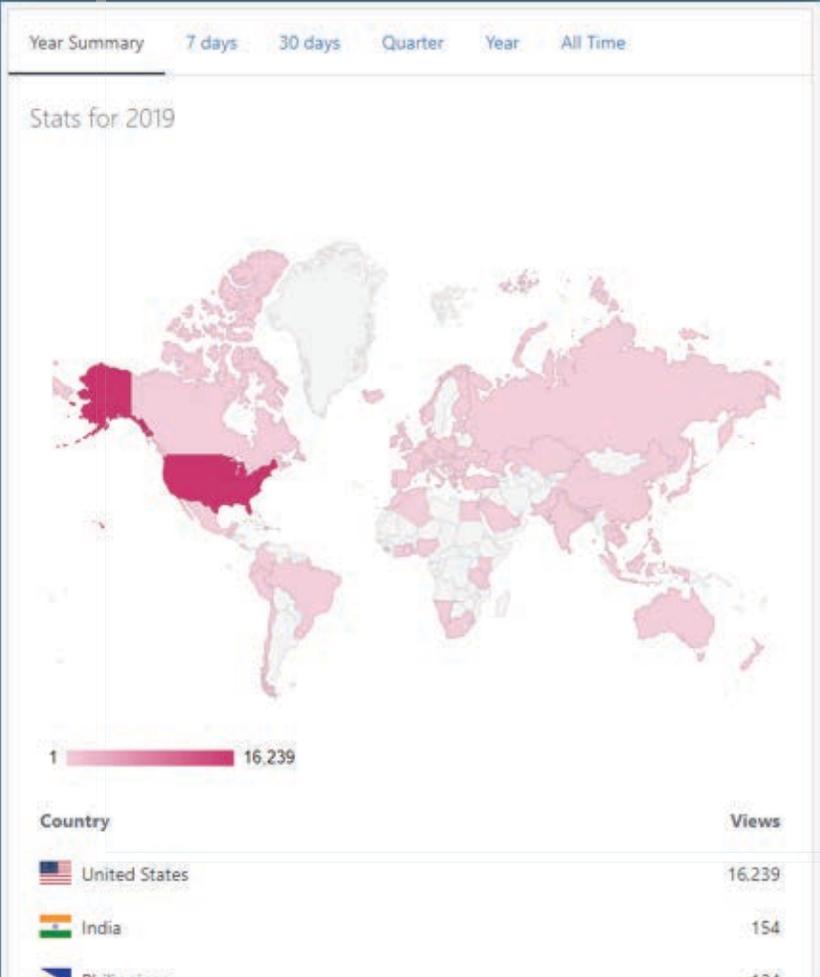
If you were a local business owner, how would you like exposure to an additional 7,000+ people thinking about visiting Marina to whom you would not otherwise have access?



Where is the traffic coming from?

As you can see, a majority of our traffic comes from within the US (16,239 page views out of a total 17,379 page views.) We are also reaching people all over the world who are searching online for things related to the Monterey Bay.

Again, by targeting visitors planning their stay in Monterey, we can get our members the kind of online visibility that only businesses with large online marketing budgets can get.



France	102
United Kingdom	87
China	85
Canada	75
Pakistan	70
Australia	34
Nigeria	31
Germany	28
South Africa	25
Hong Kong SAR China	24
Mexico	23
Netherlands	22
Ireland	21
Sierra Leone	19
South Korea	14
Greece	14

INTERNATIONAL FLAVORS OF MARINA



In 2019, the Marina Chamber of Commerce was proud to once again bring the International Flavors of Marina to the Monterey Peninsula. The event took place here at SpringHill Suites by Marriott, in the Monterey Room, Santa Cruz Room and the outside terrace, making it an indoor and outdoor event.

Over 220 guests were in attendance, enjoying a night full of fun, music and experiencing Marina's diverse culinary flavors. International Flavors of Marina brought together nine restaurants, eight wineries, and one local brewery.

Participating Restaurants, Breweries & Wineries included

- Cheesecake Dreamations
- I'M Thai Cuisine
- Irie Catering
- Lola's Kusina
- Menchie's Frozen Yogurt
- Siam Marina Thai Cuisine
- Deli Delicious
- Percy's Pies
- Marina High Culinary Program
- English Ales Brewery
- Comanche Cellars
- Flywheel Wines
- Sinecure Wine
- Austin Harlow Winery
- Hahn Family Wines
- Scheid Vineyards
- Puma Road Winery
- Pierce Ranch Vineyards
- Pessagno Winery



When asked what attendees liked about the event, these were some of the responses:

- "Being able to sample products from different businesses in one place."
- "The small, local-community feel and the extent of wine offerings. The organizers and volunteers were very friendly and inviting and the event looked well organized and more upscale than in years past"
- "Tasting the delicious food from very hard working and talented venues while visiting with locals"
- "Meeting new vintners, local restaurant owners & the integration of our community in Marina"
- "Socializing with neighbors in our own town, while enjoying wines & food from local businesses"
- "That it was in Marina and at a great venue The food and wine were great too."
- "The amount of wineries pouring. Also, it was very well organized."



Photos from the event



ADVOCACY & COLLABORATION

We understand that one of the several reasons people join the Marina Chamber of Commerce is to have a voice in the community. They want people who will advocate on their behalf.

And while we have done what we could to be that voice, we realized there was room for growth in that area. Our board members are all volunteers and our board is relatively small. Also, several of us are full-time business owners.

In order for us to get more involved in business advocacy, it meant we needed to collaborate with other business leaders and organizations that have more resources.



MONTEREY
GRAB LIFE BY THE MOMENTS®



California State University
MONTEREY BAY

MONTEREY BUSINESS SUCCESS FORUM

In September 2019, we helped with the 3rd Annual Startup Investment and Community Capital EXPO and the Monterey Business Success Forum.

The goal of this event is to provide businesses, non-profits, startups, investors, Chamber members, and the larger Monterey Bay community a forum for pathways to funding local and regional startup business projects as well as provide pathways to business and non-profit success.

It is a collaboration between the Startup Investment Community, The Slow Money/Community Capital community in the Monterey Bay Region, CSUMB, Monterey Peninsula Chamber of Commerce and the Marina Chamber of Commerce.



MARINA CHAMBER OF COMMERCE

Marina Chamber of Commerce, in conjunction with Monterey Premier, is proud to be the Primary Sponsor for the Business Heroes: Pathways to Success Website.

BUSINESS WALK

In 2019 we had our first business walk where several of our board and chamber members, along with several students from CSUMB's College of Business, walked through several regions within Marina to speak with business owners and to get valuable feedback on how we can help them sustain and grow.

This was a collaboration between CSUMB's College of Business, Monterey Peninsula Chamber of Commerce, and Marina Chamber of Commerce. CSUMB's College of Business put together all the results and we were able to present our findings to the City of Marina.



HELPING BUSINESSES DURING A CRISIS

One of the biggest challenges we faced in 2020 was figuring out how to help businesses during the 2020 COVID-19 pandemic, mandated business closures, and local wildfires. Here are a few things we did to help.

GIFT CARDS FOR GOOD

a campaign to help local businesses with online gift card sales that people could purchase for first responders during the first few months of the covid-19 lock-downs

UPDATED RESTAURANT HOURS AND OPENINGS

our taskforce worked hard to keep an updated list of current restaurant openings, closures, hours and covid-19 guidelines available on our website during the first few months of the covid-19 lock-downs

HOTEL VACANCIES FOR FIRE EVACUEES

our taskforce provided an up to date listing of all the Marina hotels current vacancies on our website for people to find easily

#BUYLOCALMARINA

Helping Businesses in November 2020

Your Chamber of Commerce developed the Buy Local Marina Campaign to help us all make the most of the very important shopping season by supporting our local businesses.

We started a campaign to encourage residents to Buy Local from November 1st to November 28th. Gorgeous posters promoting #BuyLocalMarina were printed and distributed throughout the community and to local businesses.

We encouraged local businesses to offer special deals just for this campaign and to help build traction.



GET INVOLVED JOIN TODAY

If you are interested in the economic vitality of our community, a local business owner that wants to help be a voice for other local businesses, and/or have an interest in taking up a leadership role within our local chamber of commerce (and community), we encourage you to get involved.

Visit our website for more information and to sign up as a new member at www.marinachamber.com or reach out to us via email at info@marinachamber.com

