

# Annual Report 2015



Oscar Garcia, President & CEO  
Chamber of Commerce Mountain View  
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## Executive Summary

The Chamber of Commerce Mountain View and the City of Mountain View have benefited from a longtime beneficial partnership that expands several decades. The Annual Report highlights programs, events and services our Chamber provides as part of our lease agreement, as well as other programs that help strengthen the economic vitality of our city. In the last five years we have added new services. The approximate value of the services we provide as part of our lease agreement is approximately \$48,500.



## **Mission**

The Chamber of Commerce Mountain View is a business organization working for the mutual benefit of its members and the community by enhancing an environment in which business can succeed.

## **Core Values**

1. Create a strong local economy
2. Promote the community
3. Represent business interests to government
4. Provide networking opportunities

## **Executive Committee**

Cynthia Greaves, Chair, Palo Alto Medical Foundation

Tom Myers, Chair-Elect, Community Services Agency

Cecile Currier, Treasurer, El Camino Hospital

Kim Kopher, VP Membership, Coldwell Banker

Young Han, VP Programs, GoVoluntr

## **2014-2015 Board of Directors**

Lonnie Gary, Young, Criag+Co, LLP

Dawn Girardelli, Foothill College

John Igoe, Google

Joe Isaacs, Pacific Gas & Electric

David Joud, Dynamic Strategic Alignment

Ivo Manolov, Microsoft

Larry Moore, Larry's Autoworks

Debbie Villa, Live Nation

Shelley Wolfe, KMVT 15 Community Television

Dolores Beasley, Ex-Officio Member, NASA Ames Research Center

**Chamber Staff**

Oscar Garcia, President & CEO

Doris Valladao, Office Manager

Jennifer de Souza, Communications & Technology Manager

Alicia Crank, Leadership Mountain View Program Director

Mannie Martinez, Membership Resource Manager

Katrina Tenedora, Program & Events Manager

Olivia Uribe-Mutal, Government Relations Manager

## Membership Growth & Retention

- Membership Resource Manager, Mannie Martinez IV (3.5 year tenure)
- Total membership 355
- Added 82 members since January 2014
- Membership retention rate is 82.5%. Increase of 5% from previous year. WACE (industry average) is 84%.
- 85% of members are SMBs with less than 100 FTEs
- Top 5 industries represented in our membership
  - Nonprofits
  - Restaurants
  - Education/Schools
  - Banks and Credit Unions
  - Hotels and Tech/Startups (tied)
- Held 14 Ribbon Cutting Ceremonies



- Launched monthly membership subscription plan to increase accessibility by easing cash flow and offering convenience to small businesses
- Launched \$ave Local Now – small business marketing platform at no cost to members – impressions for members since Sept. 2014 launch **(Cost to Chamber \$2,000 annually)**
  - iPhone app – 2,506
  - Android app – 516
  - Web browser – 18,017
  - Facebook shares – 40
  - Twitter shares – 9
  - Google+ - 2
  - Favorite – 2
  - Total 21,092



## Marketing & Communication

With nearly 70 events a year, we are a very active Chamber and consequently our marketing and communication strategy needs to effectively communicate our events and engage our audience, while growing our subscriber base. Our email communication schedules consists of the following:

- First week of the month: E-Newsletter
- Second week of the month: E-Calendar of events
- Third week of the month: YIPEE spotlight
- Fourth week of the month: Upcoming program/event spotlight

### E-Newsletter

Our monthly e-newsletter cover the following Chamber activities:

- Creating a strong local economy
- Providing networking opportunities
- Promoting the community
- Representing business to government

We also include some community events and important information about what is happening in Mountain View.

### E-Calendar

Our E-Calendar highlights key events coming up in the next six weeks.

### YIPEE Spotlight

The YIPEE Spotlight email highlights YIPEE events and news targeted to our 21-39 year old demographics.

### Upcoming Program/Event Spotlight

Covers a program or event we are emphasizing or targeted information news about our business community.

### Community Calendar

Local organizations are encouraged to submit their events to be added to our community calendar. The community calendar aims to help centralized in one location many of the local events occurring in our area.



## Email Communication

- Chamber's Priorities email blast:  
<http://archive.constantcontact.com/fs108/1011361658213/archive/1118293713288.html>
- Sponsored email blasts promoting local businesses
 

-Paul Martin's American Restaurant	-SV Independent Living Center
-Quota International	-Science is Elementary
-CHAC	-Pacific Catch
-El Camino YMCA	-Oren's Hummus Shop
-Tax & Financial Services	-Grand Hotel
-JumpstartMD	-Tied House
-Walmart	-Merlone Geier
-NOVA	-CMSA
-Irish Fleadh	-Morocco's Restaurant
-Spicy Spirit	

## Print Communication

- Created a Top 10 list of what Chamber does for our members and community
- Created a two-page sheet highlighting our legislative activities
- Distributed 3,000 Mountain View maps through the following channels **(Cost to Chamber \$6,500 annually)**
  - Public and private schools including Carnegie Mellon
  - Public library
  - Hotels
  - Member businesses
  - HR departments at large companies
  - Leasing offices at apartment communities
  - Chamber office

## Chamber Website

- Added \$ave Local Now program, replacing Member-2-Member Discount
- Updated Advocacy section
  - Created Election Center
  - Listed Chamber priorities
- Added new special event: Workforce Diversity Summit
- Updated Art & Wine Festival page



## Videos

- 2014 Election Campaign
  - Mountain View Transportation - [http://youtu.be/4OFta\\_NnHPU](http://youtu.be/4OFta_NnHPU)
  - Mountain View Affordability - <http://youtu.be/ZSDhSAFaBdk>
  - Mountain View Growth - <http://youtu.be/ZSTt0Kdc5oE>
  - Mountain View Downtown Development - <http://youtu.be/1pfWbSlzhMo>
- Video: Mountain View Art & Wine Festival Logos over the Years - <http://youtu.be/PMVHFNcXp6s>
- Humble Beginnings <http://youtu.be/-LD7CqSvlZg>
- We're not your Grandfather's Chamber of Commerce <http://youtu.be/0aps9o6L2js>
- What is the Chamber of Commerce Doing For You? <http://youtu.be/1uDnSHbZ3S0>
- Networking 101 [http://youtu.be/YrXTd\\_cpBNs](http://youtu.be/YrXTd_cpBNs)

## ILoveMV.org Website

The ILoveMV.org website is the official visitor's website for Mountain View. The purpose of the website is to provide visitors and locals with interesting stories, places to visit, activities and businesses to patronize. From January 1 thru December 31, 2014 the website received 16,081 page views and 13,389 unique page views. We also added a "Downtown", "Startup" and "Interesting People" and "Teen" section. ILoveMV.org has 1837 likes on Facebook. **(Cost to Chamber \$30,000 annually)**

## Visitors Center Overview

The Chamber is the official Visitor's Center for the City. The ILoveMV.org website is an excellent resource; however we also provide business, relocation and general information to the community. **(Cost to Chamber \$10,000 annually)**

- Average 500 phone calls and 150 walk-ins per month.
  - Phone calls for information have decreased (many now use internet) but their needs are greater. For example, we receive requests for information about all activities and parks in Mountain View; transportation; activities for young people; list of schools; and weather.
  - Walk-ins have increased and some days we receive nearly 20 people coming in for information.
- Relocation businesses rely on us to provide brochures and other relocation information.
- Some callers don't have a computer and ask us to look up information for them.
- We receive inquiries for hotels and restaurants.

**Approximate value of services the Chamber provides as part of lease agreement is \$48,500**

## Program & Events

We are the most active Chamber of Commerce in the Bay Area, delivering nearly 70 programs/events a year. Our events vary from monthly mixers, training seminars, ribbon cutting ceremonies, luncheons and annual events. Each program/event is relevant, impactful and purposeful.

## Athena Awards

In its 24th Annual ATHENA Award and the 6th Annual ATHENA Young Professional Award, the Chamber has been honoring outstanding women and young female professionals who has attained and personified the highest level of professional excellence in business and the community.

### Past Athena Award Recipients:

Jessica Nowaski (2014) • Betsy Nikolchev (2013) • Laura Macias (2012)  
Debbie K. Villa (2011) • Margaret Abe-Koga (2010) • Pamela Martello (2009)  
Erin Brennock (2008) • Iris Harrell (2007) • Monique Kane (2006) • Angela McConnell (2005)  
Laurie Moore (2004) • Lucinda Tatman (2003) • Susan Hamilton (2001) • Martha Maris (2000)  
Karen Cabello (1999) • Nancy Noe (1998) • Kate Wakerly (1997) • Lucille Young (1996)  
Jean Hollands (1995) • Jennifer Konecny (1994) • Jane Shaw (1993)  
Rosiland Bivings (1992) • Nancy Gee (1991)

### Past Athena Young Professional Recipients:

Davida Brooks (2014) • Darelda Medina (2013) • Carolyn Hopkins-Vasquez (2012)  
Alison Hopkins (2011) • Sara Jorgensen (2010)



## Art & Wine Festival

Our 44th Annual Art & Wine Festival is our premier fundraiser event of the year. We once again partnered with Miramar Events and together organized one of the region's largest "outdoor parties". Nearly 150,000 people attend the festival to enjoy the hundreds of artists and food vendors as well as the diverse entertainment and games for families. Each year, we add a new element to keep the festival vibrant and relevant such as, Pigskin Party Lounge and Salsa Sunday.



## Business Mixers

Held every second Wednesday of the month, our monthly mixers continue to be a wonderful opportunity to make connections. We partner with local chambers to broaden the reach for our members to gain new contacts and business. Upcoming on April 23 will be the 2nd Silicon Valley Chamber Business XPO with 9 Silicon Valley Chambers.



## Celebration of Leaders

The Annual Celebration of Leaders Awards Dinner is a stand out celebration, presented by the Chamber in collaboration with other local non-profit organizations, highlights the very best of community involvement in Mountain View. The Chamber's annual awards dinner recognizes the outstanding contributions of many members of the community.

### 2015's HONOREES...

#### Outstanding Business Awards

Large Business: *Hawley Peterson Snyder*

Small Business: *Home Instead Senior Care*

Organization: *MV Public Safety Foundation*

New Member: *63d Regional Support Command, U.S. Army Reserve*

Business Person: *Alan Russell, Wells Fargo Home Mortgage*

Young Business Person: *MJ Fogelstrom, GoVoluntr*

#### Participating Non-Profits Honoring their Volunteer of the Year

Community Health Awareness Council: *360 Payment Solutions*

Community Services Agency: *Jeannie Richter*

El Camino YMCA: *Teri Waldman*

Friends of Stevens Creek Trail: *Chris Mendible*

KMVT 15 Community Television: *Jim Twu*

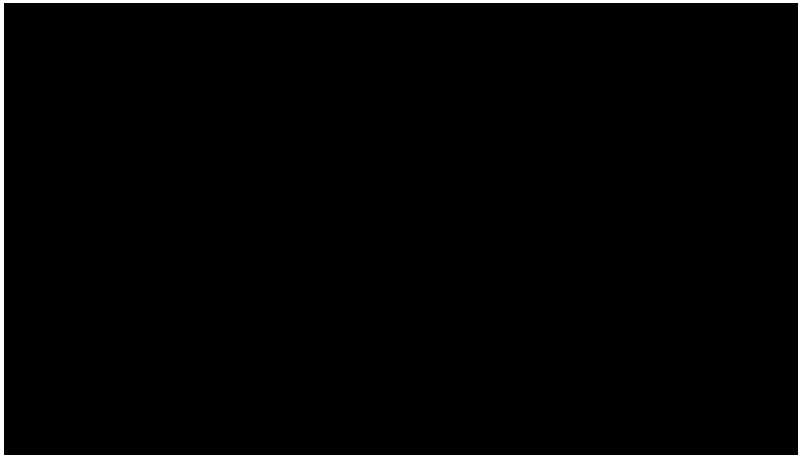
Leadership Mountain View: *Doreen Deniz*



### SOAR Scholarships

Student Outreach and Advancement Resource (SOAR) is a program unique to the Mountain View Chamber of Commerce and part of our Education Foundation. SOAR's mission is to provide financial support to students looking to transfer to a four college or continue their college education.

Each year, the Chamber awards scholarships to deserving high school/college students continuing their educational pursuits. The Chamber has given over \$60,000 in the last 5 years. The purpose of this scholarship award is to encourage, recognize and assist MV & LA high school seniors and Foothill-DeAnza College students transferring to a four-year university or pursuing a career program.



## State of the City

The Chamber has partnered with the City to bring an informative discussion regarding the state of Mountain View. In recent years, we have included elected officials to report from a county and state level and its affect on the City of Mountain View.



## Young Innovative Professional Entrepreneur, Etc. (YIPEE)

Yipee (Young Innovative Professional Entrepreneurs, Etc.) is an energetic young professionals group driven to establish genuine connections through networking, community involvement and professional development. Relevancy is important to the longevity of the Chamber and attracting young professionals is an excellent way to bring new ideas and grow membership. YIPEE has been a resource for other young professional groups to grow and has been honored by Community Services Agency (CSA) at 2014's Hometown Heros for their community outreach.





### GreenBiz Mountain View

GreenBiz Mountain View is a no-cost service to help small/medium businesses improve their environmental performance, conserve finite resources, and save money, while supporting our local economy and protecting the environment. GreenBiz works alongside the Santa Clara County Green Business Program to assist businesses attain statewide Bay Area Green Business Certification. In 2013-2014, we engaged with over 65 local businesses. Successfully signed 10 businesses and certifying one business. We were not able to assist more businesses due to limited resources either from the business owners standpoint or funding ending for GreenBiz.



### Workforce Diversity Summit

The purpose of the Workforce Diversity Summit was to provide employers with practical strategies to identify, acquire, manage and retain a diverse workforce. We expanded the definition to diversity to include ethnicity, gender, age, sexual orientation and differing abilities. We partnered with Connect, Work, Thrive and MESA. The summit was an all-day event and we had nearly 20 speakers.





## Social Media Conference

We held two social media conferences targeting small/medium businesses. The conference brought speakers from various social media companies to help businesses better understand how to utilize social media as a business tool.

## Business Issues & Public Policy (BIPP) 2014

<http://chambermv.org/e-newsletter/bipp-review-2014>

The Chamber's Business Issues & Public Policy (BIPP) Committee had another successful year. Members of the Chamber are able to participate in this active and engaged committee. Meetings are held monthly on the second Wednesday of every month at 12pm. Here is just a snippet of what has been accomplished in 2014:

- 11 meetings held, equaling 16.5 hours.
- Heard 10 presentations: Greystar, city parking permits, Bus Rapid Transit, North Bayshore Precise Plan, High Speed Rail Authority, health insurance rate regulations, Draft Housing Element Plan, County expressways, the Transportation Demand Management Program, and an overview of Mountain View's commercial real estate.
- Heard 6 updates on: El Camino Corridor, the Shoreline Corridor Study, Caltrain's Strategic - Plan, local VTA projects, Mountain View Bicycle Plan, and the President's Roundtable
- Supported Minimum Wage increases
- Held a City Council Candidate Forum in which over 250 members of the community attended
- Candidate Endorsements were requested for: Santa Clara County Sheriff, Santa Clara County Judge, Los Altos School District School Board, Santa Clara Valley Water District Board Member, Mountain View City Council.
- Endorsements were requested for the Peninsula Open Space Trust (Measure AA), and the Los Altos School District Bond (Measure N)
- Additional endorsements were given for Proposition 1 (Water Bond), the City Council Wage Increase (Measure A)

State Legislation was reviewed: SB 1077 (mileage based fee), SB 1017 (oil tax severance), AB 1021 (split roll property tax)

## Leadership Mountain View Program

Established: 1990

Mission Statement: To connect Mountain View community members, develop their leadership skills, and inspire them to be active and informed leaders.

Purpose and Goals:

- Leadership Mountain View (LMV) is a community leadership education program for adults who live or work in Mountain View.
- Spend nine full Fridays and one 1/2 day in classrooms and on field trips learning about Leadership and about Mountain View.
- Presenters and instructors are local leaders and experts from the public and private sectors.

Duration: One Friday per month, September through May

Program Day Themes:

- Our Class (Team Building)
- Our City/Government
- Business
- Health & Human Services
- Diversity
- Arts & Media
- Public Safety
- Education
- Community Service

## Our Graduates

Number of Graduates: 570

Areas Represented:

- Neighborhood leaders
- City board, committee and commission members
- City of Mountain View employees
- Current and former elected officials (City, county and state)
- Nonprofit Executive Directors and employees
- Nonprofit board members
- Small business owners and employees
- High tech business leaders and employees
- Mountain View Police Department leadership
- Mountain View Fire Department Leadership