

# Championing Local Business, Driving Community Success

*Economic Development Quarterly Update*  
February 2025



## Morro Bay Chamber of Commerce

- Board of Directors  
11 members
- Staff  
2.5 Employees
- Governmental Affairs Committee  
15 members
- Ambassador Committee  
7 members
- 298 Members  
Approx 2,800 Jobs



## Morro Bay Chamber of Commerce Board Members



**Cherise Hansson**  
Chairperson  
HarborWalk  
Inn/Under the Sea  
Gallery



**Lexy Jacobs**  
Vice-Chairperson  
Morro Bay Boat  
Rentals



**Anna Patel**  
Treasurer  
Beach Bungalow  
Inn & Suites



**Ryan Blevins**  
Secretary  
Individual Member



**Ray Riordan**  
Chair Ambassadors  
Committee  
Individual Member



**Bob Fowler**  
Government  
Affairs Committee  
Co-Chair  
MMBS LLC.



**Paul Bosclair**  
Chair, MBC  
Foundation  
The Siren



**Jim Duffy**  
Ten Over Studios



**Loren Leidinger**  
Co Chair Ambassadors  
Committee  
CAPSLO



**Denise Lowe**  
South Bay Women's  
Network



**Sherry Paul**  
Morro Bay Bird  
Festival

## Morro Bay Chamber of Commerce Team



**Dina Lundquist**  
CEO



**Lynsey Hansen**  
Membership  
Director



**Jody Hollier**  
Marketing  
Coordinator

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### Morro Bay Chamber of Commerce:

**Partnership:** Networking opportunities with other local businesses. Forming strategic partnerships that drive growth and success.

**Advocacy:** Representing the interests of local businesses at various levels of government. Ensuring that your voice is heard on critical issues.

**Resources:** Access to resources, training, and events. Enhancing your business operations with expert support.

### Morro Bay Chamber Foundation:

**Education:** Focused on educational initiatives and providing scholarships to deserving individuals to help them achieve their academic and career goals.

**Community Enrichment:** Supporting programs that enhance the quality of life in Morro Bay. Educational outreach and development programs for community betterment.

Two great Organizations bringing together community, business and education

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MORRO BAY  
CHAMBER FOUNDATION  
Empowering Future Leaders and  
Entrepreneurs of Morro Bay



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# Communication

**Facebook** 6,900+ followers

**Instagram** 3,300+ followers

**Website**  
Pageviews 16k, Users: 5.7k

**Chamber Newsletter**  
**Distribution 1325 contacts**  
Tuesday-Chamber events and Information  
Thursday- Member events and Information

**On Your Behalf (new)**  
Bi Monthly  
Includes CEO insights, GAC update, City news, and Spotlight business.  
**Estero Bay News**  
Monthly  
Chamber updates

**Coming Soon:**  
**The Rock Radio Station**  
quarterly  
"Chamber Chat"  
**YouTube**  
Video Updates  
monthly  
CEO sharing what's happening at the Chamber



## SHOWCASING OUR MEMBERS BY THE NUMBERS MORRO BAY CHAMBER OF COMMERCE 2024

**We have a website reach of 24,000 users 90% are new visitors**

**Launched a sold out Annual Summit with 100 attendees & 4 local and county leaders as speakers**

**Awarded 4 businesses & community leaders at our Annual Gala 31 business featured in our auction with 7 businesses contributing to our Best of Morro Bay Basket 36 was raised for scholarships from the Cake Auction and Head or Tails game!**

**Breakfast on the Bay**

**Showcased 58 local businesses & local leaders with 388 attendees**

**Highlighted 24 Member Businesses with Spotlight Awards**

**64 Businesses participated in the Shop, Sip & Stroll events with 664 attendees, showing 8% growth in participating businesses & 3% growth of attendees between 2023 & 2024**

### WHO WE ARE BY THE NUMBERS MORRO BAY CHAMBER OF COMMERCE 2024

- 3 Full-time Staff**
- 7 Ambassador Committee Volunteers**
- 12 Person Board of Directors**
- 15 Governmental Affairs Committee Volunteers**
- Of Chamber Staff & Board Members: 83% Live in Morro Bay 90% Live in Estero Bay 100% Live in SLO County**
- 298 Active Members Representing 2,800+ Employees 90% are sole proprietors with 5 employees or less**
- 36 New Chamber Members**
- 60 Members are nonprofits**

Showcasing our Members and the Chamber



## Morro Bay Chamber of Commerce supporting Economic Development

### Networking Opportunities:

- Connect with Local Businesses: The Chamber of Commerce provides a platform for small business owners to meet and collaborate with other local entrepreneurs, fostering relationships that can lead to partnerships, referrals, and increased business opportunities.

### Advocacy:

- Representation: The Chamber serves as a voice for local businesses, advocating for their interests at the municipal levels. This representation helps ensure that the needs and concerns of small businesses are addressed in policy decisions.

- Influence on Local Policies: By joining the Chamber, business owners can participate in discussions that shape the economic landscape of their community, ensuring that small businesses have a seat at the table.

### Resources and Support:

- Access to Information: Members receive valuable resources, including market research, economic data, and best practices tailored for small businesses, helping them make informed decisions.

#### - Credibility and Visibility:

- Enhanced Reputation: Being a Chamber member adds credibility to a business, signaling to customers that the owner is committed to the local community and adheres to high standards of professionalism and ethics.

- Marketing Opportunities: Members can take advantage of promotional opportunities through the Chamber's website, social media, and events, increasing visibility among potential customers.

### Community Engagement:

- Support Local Initiatives: Joining the Chamber allows business owners to be part of community-focused initiatives and events, enhancing their brand visibility while contributing to the overall well-being of the local area.

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## Morro Bay Business Data

INDUSTRY	# of Business	SALES	EMPLOYEES
Retail: Hobby, Media, General Merchandise	82	\$118,160,000	806
Retail: Home, Food, Automobiles, Personal Care	44	\$81,388,000	326
Accommodation and Food Services	112	\$66,908,000	1100
Health Care and Social Services	117	\$39,352,000	567
Professional, Scientific, and Technical Services	64	\$25,286,000	194
Real Estate and Rentals	56	\$24,545,000	218
Banking, Finance and Insurance	25	\$22,350,000	105
Construction	38	\$19,268,000	158
Arts, Sports, Entertainment, and Recreation	32	\$15,482,000	320
Other Services - Repair, Personal Care, Laundry, Religious, etc.	99	\$15,074,000	332
Administrative and Support and Waste Management and Remediation Services	38	\$14,839,000	121

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## Business Attraction and Retention

Item	Deliverables	Key Performance Indicators (KPI)	Source
<b>Business Attraction</b> Inventory of city vacancies that are zoned for business purposes.	Updated monthly of listed vacancies, address, zoning and square footage.	Updated database that is used as a business attraction tool to provide site selection for new or expanding businesses.	<a href="http://www.loopnet.com">www.loopnet.com</a> <a href="http://www.reachcentralcoast.org">www.reachcentralcoast.org</a>
<b>Business Retention</b> Conduct an annual survey of Morro Bay business license holders' health, online, through <b>direct mail, and by phone samples.</b>	Survey questions to be compiled with input from the City and Chamber to determine which businesses have plans to grow locally or downsize, relocate or close. This survey would also include information on key supply chain businesses and employment data.	Adequate response level to the survey. Survey results analyzed for business retention purposes. Provide a data-informed report of growing businesses and their needs, declining or retiring businesses, and sustaining businesses.	Survey questions are being finalized with the city. Review of city licenses to deploy the survey to maximum active business within Morro Bay.



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## Local and Regional Partners

**REACH, Practitioners Network,**  
Michael Foote

**Cal Poly Local Economic Development Council**  
Karen H. Tillman

**Workforce Development Board**  
Dawn Boulanger

**SLOCAL Careers**  
Stacy Church

**Visit Morro Bay**  
Michael Wambolt

**Mission Community Services Corporation**  
Dyana Stokes

**SBDC**

**Morro Bay High School**  
Scott Schalde

**New California Coalition**

**Chambers for Innovation and Clean Energy**

**Morro Bay City Council Meetings**



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## Morro Bay Chamber Events

October

Breakfast on the Bay  
Mixer  
Movie Night

November


Holiday Shop Sip in Stroll  
November 8 & 22  
Breakfast on the Bay

January

Breakfast on the Bay



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## 2025 EVENT LIST

JANUARY 15   7:30-9:00am	JANUARY BREAKFAST ON THE BAY
FEBRUARY 19   7:30-9:00am	FEBRUARY BREAKFAST ON THE BAY
MARCH 12   5:30-7:00pm	MARCH CHAMBER MIXER
MARCH 19   7:30-9:00am	MARCH BREAKFAST ON THE BAY
MARCH 26   11:30-2:00pm	ANNUAL SUMMIT
APRIL 11   5:00-8:00pm	DOWNTOWN SHOP, SIP & STROLL
APRIL 16   7:30-9am	APRIL BREAKFAST ON THE BAY
APRIL 25   5-8pm	EMBARCADERO SHOP, SIP & STROLL
MAY 14   5:30-7PM	MAY CHAMBER MIXER
MAY 17   4:30-8:00 PM	ANNUAL GALA
MAY 21   7:30-9am	MAY BREAKFAST ON THE BAY
JUNE 18   7:30-9am	JUNE BREAKFAST ON THE BAY
JULY 9   5:30-7pm	JULY CHAMBER MIXER
JULY 16   7:30-9:00am	JULY BREAKFAST ON THE BAY
AUGUST 20   7:30-9:00am	AUGUST BREAKFAST ON THE BAY
SEPTEMBER 10   5:30-7pm	SEPTEMBER CHAMBER MIXER
SEPTEMBER 17   7:30-9:00am	SEPTEMBER BREAKFAST ON THE BAY
OCTOBER 15   7:30-9:00am	OCTOBER BREAKFAST ON THE BAY
NOVEMBER 12   5:30-7pm	NOVEMBER CHAMBER MIXER
NOVEMBER 19   7:30-9:00am	NOVEMBER BREAKFAST ON THE BAY

[www.morrochamber.org/events](http://www.morrochamber.org/events)

Currently the Chamber hosts 20 events each year.



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# Possibilities

## Christmas on the Bay

Elf on the shelf "Embarcadero ,  
Candy Cane Lane Downtown District.



New Business License

City provides a warm hand off to the Chamber to new business license holders by providing our "Business Success Packet"

Holiday themes December

Christmas on the Bay  
Elf on a Shelf and Candy Cane Lane

October

Boo on the Bay

## Boo on the Bay



Morro Bay Chamber of Commerce  
Office Hours:  
Monday, Tuesday & Thursday  
10:00am-12:00pm

For Visitor Information please call  
(805) 225-7411



# Thank You!

[ceo@morrochamber.org](mailto:ceo@morrochamber.org)

