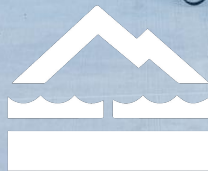


# MOUNTLAKE TERRACE

## CHAMBER OF COMMERCE



# THANK YOU



CITY OF  
**MOUNTLAKETERRACE**

# **MOUNTLAKE TERRACE**

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## CHAMBER OF COMMERCE

501c(6) Non-Profit & Membership Organization:

- **Resources and assistance to enhance the health and prosperity of local businesses**
- **Opportunities for collaboration and networking to support business connections**
- **Marketing strategies to promote businesses and increase awareness of Mountlake Terrace**

# 2024 MLT CHAMBER IMPACT SUMMARY



# ENHANCING OUR DIGITAL PRESENCE

- New name, brand, and identity
- Updated website with more improvements to come
- Updated Facebook & Instagram social

Resources Events **MOUNTLAKE TERRACE** CHAMBER OF COMMERCE [Become A Member](#)

## Join the Mountlake Terrace Business Community

The MLT Chamber provides technical assistance, business support services, and networking opportunities for all businesses and entrepreneurs in the greater Snohomish County region. Become a member today to take advantage of our business resources and join a network of businesses dedicated to collaboration and a thriving local economy.



2024 Pricing

### MLT Chamber Membership

# \$150

Every year

[BECOME A MEMBER](#)

- Ⓞ Free Access to our Monthly After Hours Networking Events
- Ⓞ 3 Hours of Free One-on-One Business Assistance
- Ⓞ Access to Member to Member Discounts
- Ⓞ Membership Discount to Economic Alliance Snohomish County

# LAUNCH OF SPEAKERS SERIES

- Business events designed to provide resources and education
- 2024 Speakers Included:
  - Jeff Niten | Mountlake Terrace Development
  - Neil Subhash | Small Business Resources
  - Jerry Dreessen | Google Rankings & SEO
  - Sarah Frost | Marketing Tools & Strategies
  - Suzan Delbene | Federal Legislation



Online reputation management,  
Reviews and Boosting Google Rankings

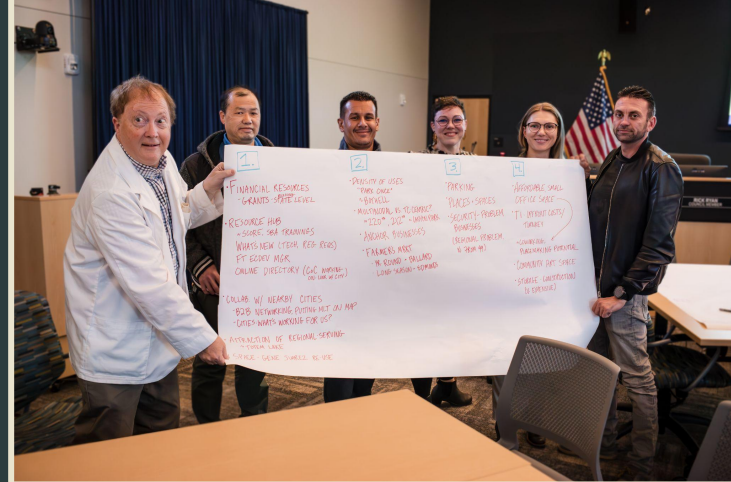


Jerry Dreessen  
Board Member, Mtik Terrace Chamber  
Owner, Who Is Your Web Guy  
www.whoisyourwebguy.com



# ECONOMIC DEVELOPMENT WORKSHOP

- Collaborated with City of Mountlake Terrace and Leland Consulting Group
- Ensuring business priorities are heard and incorporated into the City Economic Development Strategy



# COMPREHENSIVE PLAN ADVISORY GROUP

- Represented the business community throughout the update of the comprehensive plan



# COLLABORATION WITH COMMUNITY ORGANIZATIONS

- Explored alignment and strategies to give back to the community



# MLT LIGHT RAIL OPENING FESTIVAL

PRESENTED BY **SOUNDTRANSIT**

## MOUNTLAKE TERRACE LIGHT RAIL OPENING FESTIVAL

FAMILY & DOG FRIENDLY NIGHT MARKET | LIVE MUSIC | MAGICAL PERFORMANCES | INTERACTIVE ART  
KID ZONE | FOOD & DRINKS | OUTDOOR DINING | PRIZES & GIVEAWAYS | PHOTO-WORTHY MOMENTS



**AUGUST 30**  
4-8 PM

EXPLOREMLT.ORG

SPONSORED BY:

- MOUNTLAKE TERRACE
- BRIGHTON SCHOOL
- SNO-ISLE LIBRARIES
- SPROUT
- WEST PLAZA
- EDMUNDSON COLLEGE
- community

POWERED BY: MOUNTLAKE TERRACE CHAMBER OF COMMERCE



# EVENT SUMMARY

PRESENTED BY **SOUNDTRANSIT**

## MOUNTLAKE TERRACE LIGHT RAIL OPENING FESTIVAL

FAMILY & DOG FRIENDLY NIGHT MARKET | LIVE MUSIC | MAGICAL PERFORMANCES | INTERACTIVE ART  
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**AUGUST 30 4-8 PM**

EXPLOREMLT.ORG

SPONSORED BY: BRIGHTON SCHOOL, SNO-ISLE LIBRARIES, MOUNTLAKE TERRACE, JON HERRERA AIDS FAMILY DENTAL, energy works, SPROUT, WEST PLYMOUTH, candela, community transit.

POWERED BY: MOUNTLAKE TERRACE CHAMBER OF COMMERCE



# 2024 MLT Chamber Growth

**MEMBERSHIP**

**NET INCOME**

*JAN. 2024*

**37**

**\$2.6K**

*DEC. 2024*

**120+**

**\$27.8K**

**% CHANGE**

**+224%**

**+969%**

# 2025 AND BEYOND



# KEY STRATEGIES

1

**Expand Services  
& Resources**

2

**Enhance Digital  
Marketing**

3

**Advocate for  
Regulatory  
Improvements**

4

**Facilitate &  
Support Events**

5

**Enrich Vibrancy  
through  
Placemaking**



# Expand services, resources, and opportunities for Chamber Members

- **Facilitate monthly networking events and determine guest speakers which provide valuable information for attendees**
- **Add resources and services including training, technical assistance, and mentorship to support MLT businesses**



# Implement digital marketing strategies to promote Mountlake Terrace Businesses

- Build marketing support to develop and implement social media strategy
- Update mlchamber.org with additional business resources, chamber members, and other assets
- Determine long-term strategy for exploremlt.org and implement improvements



# Collaborate with the City of MLT to update zoning, code, and permitting

- Support improvements to the business registration and licensing process
- Collaborate with the City of MLT and businesses to build consensus around the Town Center vision
- Support the update of Town Center zoning by advocating for changes which align with business needs



# Support City of MLT events and launch annual MLT festival

- Explore opportunities to support and collaborate with the City of MLT during 3rd of July, music, and movie events
- Develop, plan, and launch a unique MLT festival designed to promote local businesses and attract consumers throughout the Puget Sound region



# Enhance the public realm through placemaking and wayfinding

- Identify opportunities to enhance public and private properties through placemaking
- Secure funding to implement strategies which create a sense of place, enrich community vibrancy, and attract consumers
- Support the City of MLT wayfinding strategy



# EXPLORE MOUNTLAKE TERRACE

<https://www.youtube.com/watch?v=zRKTgsFqo4o>

# THANK YOU!

## MOUNTLAKE TERRACE

CHAMBER OF COMMERCE

