

2022-2023 City/Chamber Contract Recap

- **Seminars & Webinars**

Held almost every month throughout contract year. \$34,000

- **Grand Openings/Ribbon Cuttings**

Fifty-one have taken place during contract year July 1, 2023, to June 30, 2023

No charge to City

- **Emprededoras Program**

- Though not part of the agreement, the CORONA Chamber attended the Orientation Day, welcoming the participants, and Graduation Day.

- We have welcomed and invited the participants to attend a Good Morning, CORONA event as our guests.

No charge to City

- **New Business Reception**

February 28, 2023

Circle City Center

City led, with Chamber support

\$4,000

- **Innovation Month**

April 2023

Fast Pitch Competition held April 4, 2023

Results announced at City Council mtg April 5, 2023

Goal: 5-10 businesses pitching

Fast pitch had 5 competitors

Chamber led committee meetings (City participated throughout process), acquired prize money through donations from the CORONA Chamber Board and Members, collected applications, and advertised January through April. The May/June issue of CORONA Business News has article beginning on page 1 and continues later in publication.

Though our finalist did not rank in the county competition, the overall experience and participation was excellent. The City/Chamber together planned event and recognition.
\$12,000

- **City Customized Marketing Package**

Promotion in Corona The Guide

- One (1) two-page advertisement
- One (1) half page advertisement in the directory section

Corona Business News

- City provided articles for four business news letters

Customized Member

- Economic Development Department listed as a member of the Chamber
 - City logo displayed on Chamber's weekly email newsletter and website
- \$15,000

- **Good Morning CORONA Sponsorship**

City sponsored a table for 3 events

- August 19, 2022, (honoring Police and Fire)
 - April 20, 2023, (State of the County, District 2, Supervisor Karen Spiegel)
 - June 29, 2023, (Mayoral Update with Corona Mayor Tony Daddario)
- \$7,500

- **Live Work Corona Promotion**

Chamber promoted the City's Live Work Corona Workforce Development initiative through Chamber website, social media, email, and in-person outreach; additional marketing in CORONA Business News
\$5,000

- **Corona Job Fair**

Chamber partnered with the city to put on the 2nd annual Corona Job Fair
Chamber took the lead on event coordination, registrations, etc. City supported with business outreach, promotion, and participation on committee.
May 20, 2023
\$10,000

Total Contract Fees: \$87,500

Additional Chamber Support/Activities Beyond Contract

- Hosting of 21st Anniversary 9/11 Memorial September 11, 2022 (*thank you for your partnership*), which included the planning of the event, scripting, obtaining speakers, coordinating vendors and volunteers, purchasing flags, supplies, and refreshments, printing names of those being honored, setting up and cleaning up of flags on Historic Civic Center lawn, and program promotions.

- Promotion of and participation in:
 - Emprendador@s Program and Graduations: February 2, 2023 and March 30, 2023
 - Additional Foreign Trade Zone Workshop June 13, 2023



CORONA Chamber Contract Proposal

Workshops (Industry specific) \$20,000 (\$5K each X 4)

We are thrilled to propose a collaboration between the City of Corona and the CORONA Chamber of Commerce to collaborate on organizing industry specific workshops for the benefit of our community. This collaboration aims to provide valuable educational and professional development opportunities to our residents and businesses, fostering growth and knowledge exchange.

Purpose and Objectives:

The purpose of this collaboration is to organize workshops that address key topics and skills relevant to our community's residents and businesses.

The primary objectives of the workshop initiative include:

- a) Providing educational opportunities to enhance personal and professional development.
- b) Equipping individuals and businesses with knowledge and skills to thrive in their respective fields.
- c) Fostering networking and collaborations among participants to encourage community engagement.
- d) Strengthening the relationship between the City of Corona, the CORONA Chamber of Commerce, and local businesses.

The City of Corona will:

- a) Promote and publicize the workshops through city channels, including social media, newsletters, and the city website
- b) Collaborate with relevant city departments and resources to provide support and resources for the workshop.
- c) Engage city officials and employees to participate and share their expertise

The CORONA Chamber of Commerce will:

- a) Assist in venue selection and logistical arrangements for the workshops.
- b) Act as the coordinator for the workshops, overseeing the planning, logistics, and execution of the events.
- c) Identify and secure industry experts, speakers, and trainers to deliver high-quality sessions.
- d) Lead marketing and promotional efforts, including outreach to businesses, professionals, and community organizations.
- e) Handle event registration, participant communication, and coordination of the logistics.



CORONA Chamber Contract Proposal

Timeline:

The workshops will be scheduled on an ongoing basis throughout the year on a quarterly basis, aligning with the identified needs and interests of the community.

Review and Evaluation:

The City of Corona and the CORONA Chamber of Commerce will conduct regular evaluations to assess the effectiveness and impact of the workshop initiative, gathering feedback from participants and speakers.

These evaluations will inform future sessions, help identify emerging needs, and improve the overall quality of the educational programs.



CORONA Chamber Contract Proposal

Good Morning CORONA \$8,250

We are excited to propose a sponsorship opportunity for the City of Corona and the CORONA Chamber of Commerce's "Good Morning CORONA" events (3) to be determined by the City. This collaborative effort aims to provide a platform for networking, knowledge sharing, and community engagement among local businesses and professionals in Corona.

Purpose and Objectives:

The purpose of this sponsorship is to participate in the "Good Morning CORONA" events, a recurring breakfast gathering that fosters connections, provides valuable insights, and promotes collaboration within our business community.

The primary objectives of the "Good Morning CORONA" events include:

- a) Creating networking opportunities for local businesses and professionals to establish connections and build relationships.
- b) Providing a platform for guest speakers to share insights, expertise, and industry trends.
- c) Offering educational sessions on relevant topics to enhance business knowledge and skills.
- d) Promoting the City of Corona as a vibrant business community and fostering economic growth.

The City of Corona will:

- a) Promote and publicize the event through city channels, including social media, newsletters, and the city website.
- b) Collaborate with relevant city departments and resources to provide support and resources for the event.
- c) Encourage the attendance and participation of other city officials and employees to engage with local businesses and professionals.

The CORONA Chamber of Commerce will:

- a) Promote the City of Corona as a main sponsor for the event through marketing channels
- b) **Business Address** – Mayor has opportunity to be the main speaker of the event with economic update given to the business community
- c) Act as the coordinator for the "Good Morning CORONA" event, overseeing the planning, logistics, and execution of each gathering.
- d) Identify and secure guest speakers who can deliver insightful and informative presentations on relevant topics.



CORONA Chamber Contract Proposal

- e) Lead marketing and promotional efforts, including outreach to businesses, professionals, and community organizations.
- f) Handle event registration, attendee communication, and coordination of event logistics.
- g) Reserved table of 10 at the above-mentioned events.
- h) City may choose to utilize exhibitor table or have another city department utilize it at City sponsored Good Morning Corona events (3).

Timeline and Frequency:

We propose organizing the "Good Morning CORONA" event on a monthly basis, depending on the community's interest and availability. (Good Morning Corona does not meet in July and December)

Review and Evaluation:

The City of Corona and the CORONA Chamber of Commerce will conduct regular evaluations to assess the success and impact of the "Good Morning CORONA" event, gathering feedback from attendees, speakers, and participants.

These evaluations will inform future gatherings, help identify emerging needs, and improve the overall quality of the event.



CORONA Chamber Contract Proposal

Manufacturing Month - \$10,000

We are thrilled to propose a new sponsorship between the City of Corona and the CORONA Chamber of Commerce to collaboratively promote Manufacturing Month within our community. This partnership aims to raise awareness about the importance of manufacturing, highlight local manufacturing businesses, and encourage workforce development in the manufacturing sector.

Purpose and Objectives:

- a) The purpose of this sponsorship is to promote Manufacturing Month as an annual event that celebrates and showcases the manufacturing industry in Corona.
- b) The primary objectives of promoting Manufacturing Month include:
 - i. Raising awareness about the economic impact and contributions of the manufacturing sector to our community.
 - ii. Showcasing local manufacturing businesses and their innovative products, processes, and technologies.
 - iii. Encouraging collaboration between manufacturing businesses, educational institutions, and workforce development organizations.
 - iv. Promoting career opportunities in the manufacturing industry and supporting workforce development initiatives.

The City of Corona will:

Assist in marketing and promoting Manufacturing Month through city channels, including social media, newsletters, and the city website.

Coordinate with relevant city departments and organizations to ensure compliance with regulations and support the smooth execution of events and activities.

Facilitate connections with educational institutions and workforce development organizations to promote manufacturing careers and workforce training.

The CORONA Chamber of Commerce will:

- a) Act as the main coordinator for promoting Manufacturing Month, overseeing the planning, logistics, and execution of events and activities.
- b) Engage local manufacturing businesses to participate in Manufacturing Month and showcase their products, processes, and innovations.
- c) Lead marketing and promotional efforts, including outreach to businesses, media coverage, and community engagement.
- d) Organize educational sessions, facility tours, panel discussions, workshops, and job fairs to engage the community and promote manufacturing.



CORONA Chamber Contract Proposal

Timeline:

We propose promoting Manufacturing Month during October each year, spanning the entire month to accommodate various events and activities.

Review and Evaluation:

After Manufacturing Month, the City of Corona and the CORONA Chamber of Commerce will conduct an evaluation to assess the success of the event, gather feedback from participants, and identify opportunities for improvement.

This evaluation will help refine and enhance future Manufacturing Month initiatives, ensuring continued growth and impact.



CORONA Chamber Contract Proposal

New Business Reception \$4,000

We are excited to propose a collaboration between the City of Corona and the CORONA Chamber of Commerce to establish a New Business Reception program. This collaboration aims to welcome and support new businesses in our community, fostering a positive environment for their growth and success.

Purpose and Objectives:

The purpose of this partnership is to organize and host a New Business Reception to celebrate and recognize newly established businesses in the City of Corona.

The primary objectives of the New Business Reception program include:

- a) Providing a warm welcome to new businesses in our community and expressing appreciation for their investment and contribution to the local economy.
- b) Offering a networking platform where new business owners can connect with established businesses, city officials, and community leaders.
- c) Sharing information about available resources, support services, and incentives offered by the city and the chamber to assist new businesses in their growth and development.
- d) Enhancing collaboration and fostering a sense of belonging and community among new business owners.

The City of Corona will:

- a) Act as the primary coordinator for the New Business Reception, overseeing event planning, logistics, and execution.
- b) Provide support in terms of event planning, including venue recommendations, permits, and coordination of city officials' attendance.
- c) Share relevant information about city resources, services, and programs that can benefit new businesses.
- d) Collaborate with the CORONA Chamber of Commerce to develop a welcoming atmosphere and facilitate connections between new businesses and the broader business community.
- e) Promote the New Business Reception through city communication channels, such as social media, newsletters, and the city website.

The CORONA Chamber of Commerce will:

- a) Identify and invite new businesses to participate in the reception, leveraging the chamber's network and membership base.
- b) Facilitate networking opportunities and introductions between new business owners, chamber members, city officials, and community leaders.
- c) Share information about chamber resources, services, and programs available to support new



CORONA Chamber Contract Proposal

- d) Businesses growth and success.
- e) Promote the New Business Reception through chamber communication channels, such as newsletters, website announcements, and member communications

Timeline:

The New Business Reception will be held on annually, to welcome and celebrate new businesses in the City of Corona.



CORONA Chamber Contract Proposal

Executive Partner/ Customized Marketing Package - \$18,000

We are delighted to express our interest in establishing a partnership between the City of Corona and the CORONA Chamber of Commerce as an Executive Partner. This partnership will allow us to collaborate closely to promote economic development, business growth, and community prosperity in our city.

The CORONA Chamber of Commerce is dedicated to serving as a proactive voice for businesses within our city. We aim to create an environment that enables businesses to thrive, strengthens local partnerships, and contributes to the overall prosperity of our community. With this partnership, we intend to collaborate more closely with the City of Corona and align our objectives to achieve the following key outcome.

Economic Development and Business Support

- a) Foster an environment conducive to business growth and development.
- b) Promote entrepreneurship, innovation, and investment within the city.
- c) Provide resources, mentorship, and guidance to local businesses.
- d) Collaborate on initiatives that attract new businesses and industries to our community.

Advocacy and Representation

- a) Serve as a unified voice for businesses in advocating their interests and concerns.
- b) Engage in dialogue with local, regional, and state governments to shape policies that promote business-friendly environments.
- c) Work together to address regulatory challenges and streamline processes for businesses.

Community Engagement and Collaboration

- a) Facilitate partnerships between businesses, community organizations, and educational institutions to foster collaboration and create opportunities.
- b) Promote initiatives that support community development, social responsibility, and sustainable practices.
- c) Organize events, workshops, and programs that benefit both businesses and community members.

Customized Marketing Package:

- a) We propose the development of a customized marketing package that aligns with your specific goals and objectives. This package may include the following elements, among others:
- b) Print and Digital Marketing: Targeted online promotion, social media campaigns, printed publications, and email marketing to reach our desired audience and promote city initiatives, business opportunities, and community events.



CORONA Chamber Contract Proposal

- c) CORONA The Guide includes one (1) two-page advertisement and one (1) half-page advertisement in the directory section, Economic Development Department listing.

CORONA Business News includes one article in up to four (4) publications.

- a) Branding and Recognition: Branding initiatives that highlight the partnership between the City of Corona and the CORONA Chamber of Commerce, reinforcing our commitment to working together to support the local business community.
 - i. Placement of City logo on Chamber website, weekly emails, and Chamber lobby
 - ii. Display City brochures, information and outreach materials provided by the City highlighting various programs and events
 - iii. Promotion on various communication mediums City of Corona events that may be relevant and beneficial to the business community and residents.