



Council Discussion on Corona Chamber of Commerce Agreement



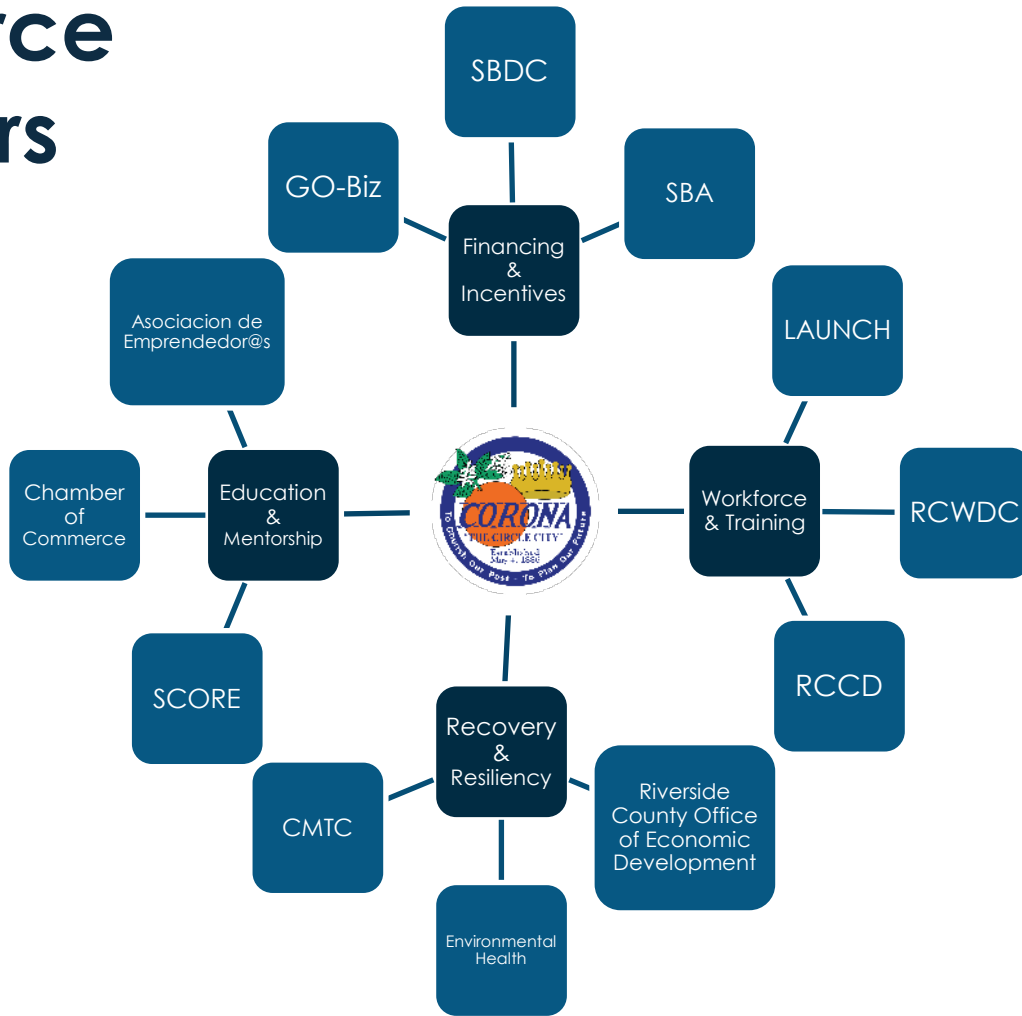
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Economic Development Director
September 6, 2023

The Ask

City Council approve a Professional Services Agreement with the Corona Chamber of Commerce for Business Promotion, Marketing, and Retention Services.



Resource Partners



Corona Chamber of Commerce

- ▶ Mission: Promote business advocacy, community, and economic development, while serving as a catalyst for improving the community's overall quality of life.
- ▶ City and Chamber partner to enhance business promotion and marketing and support business growth and expansion in Corona

2022-2023 Accomplishments

- ▶ Hosted 13 business seminars, workshops, and events
 - ▶ Coffee with an Entrepreneur
 - ▶ Business Seminars
 - ▶ Business Workshops
 - ▶ New Business Reception
 - ▶ Innovation Month Fast Pitch Competition
 - ▶ Corona Job Fair
- ▶ Held 51 ribbon cuttings/grand opening ceremonies

Chamber's 2023-2024 Proposal

Scope Items	FY 23 Scope	Proposed Scope FY 24
Seminars (\$5,000 each)	2 (\$10,000)	4 (\$20,000)
New Business Reception (\$4,000 each)	1 (\$4,000)	1 (\$4,000)
Good Morning Corona Sponsorship	3 (\$7,500)	3 (\$8,250)
Executive Partner/Customized Marketing	\$15,000	\$18,000
Manufacturing Month	N/A	\$10,000
Job Fair	\$10,000	Not included in proposal.
Innovation Month/Fast Pitch Competition	\$12,000	Not included in proposal.
Live Work Corona Promotion	\$5,000	Not included in proposal.
Workshops (\$3,000 each)	8 (\$24,000)	Not included in proposal.
TOTAL	\$87,500	\$60,250

Summary of Key Changes

Addition of:

- ▷ 2 Additional Business Seminars
- ▷ Manufacturing Month
- ▷ Definition of Partnership Events vs. City Sponsorship of Chamber Events

Removal of:

- ▷ Job Fair
- ▷ Live Work Corona
- ▷ Innovation Month / Fast Pitch Competition
- ▷ Business Workshops

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Questions?



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