



**CORONA CHAMBER OF COMMERCE**  
904 E. 6th St. | Corona, CA 92879  
Info@MyChamber.org

## 2022 OFFICERS

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Palbinder Badesha  
EXPRESS EMPLOYMENT PROFESSIONALS

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CARSTAR ALLSTAR COLLISION

*First Vice Chair*  
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INTEGRATED MEDICAL CENTER OF  
CORONA-COMPACCESS

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SIZEWISE MANUFACTURING

*Finance Vice Chair*  
Sam Buenrostro, Ed.D.  
CORONA-NORCO UNIFIED SCHOOL  
DISTRICT

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CREATIVE BY DESIGN

*President/CEO/Corporate Secretary*  
Bobby Spiegel  
CORONA CHAMBER OF COMMERCE

## BOARD OF DIRECTORS

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GRIMES-AKES FAMILY FUNERAL HOME

Kathy Armstrong  
DO IT AMERICAN MANUFACTURING

David Brambila  
CREATIVE MARKETING

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EDUARDO'S MEXICAN RESTAURANT

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VULCAN MATERIALS COMPANY

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CALIFORNIA BAPTIST UNIVERSITY

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CORONA ORAL SURGERY &  
IMPLANT CENTER

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BEK IMPACT CORP.

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JEFF MILLER INSURANCE AGENCY

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IMAGE 360

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MAKEDUST

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WESTERN STATES FINANCIAL

Mark Widder  
VEG FRESH FARMS

Board Liaison for NAVSEA  
Corry Shedd  
NAVAL SURFACE WARFARE CENTER,  
CORONA DIVISION

June 1, 2022

City of Corona  
Attn: Management Services  
400 S. Vicentia Ave.  
Corona, CA 92882

Honorable Elected Officials: Mayor Wes Speake, Vice Mayor Tony Daddario, Council Member Jacque Casillas, Council Member Tom Richins, and Council Member Jim Steiner; City Manager Jacob Ellis; and Economic Development Director Jessica Gonzales,

It has been our privilege to partner with the City of Corona again for the 2021/2022 fiscal year. Included in this packet is a summary of our activities and accomplishments during this contract year.

We highlighted the successes of our partnered programs, as well as sharing the ways in which we supported City efforts outside of our contract. We'd like to take a moment to thank you for your support as well, as we worked toward the same goals of attracting and retaining great businesses and industries to our community.

We look forward to a prosperous 2022/2023 for the City and its business community and residents. Should you have any questions about the current contract year or potential partnerships for the upcoming FY or beyond, please let me know.

Sincerely,

**Bobby Spiegel**  
President/CEO  
CORONA Chamber  
(951) CHAMBER (242.6237)  
(951) 733-1836 Cell

## 2021-2022 City/Chamber Contract Recap

- **Seminars & Webinars**

Held every month throughout contract year. See attached PDF of dates and topics, followed by attached statistics (excel file). Twenty-seven have occurred to fulfill contract terms.

\$64,000

- **Grand Openings/Ribbon Cuttings**

Thirty-six have taken place during contract year July 1, 2021 to June 30, 2022 (36 as of this report)

*No charge to City*

- **New Business Reception**

March 15, 2022

Circle City Center

City led, with Chamber support

\$4,000

- **Innovation Month**

April 2022

Fast Pitch Competition held April 5, 2022

Results announced at City Council mtg April 6, 2022

Goal: 5-10 businesses pitching

Fast pitch had 7 competitors

Chamber led committee meetings (City participated throughout process), acquired prize money, collected applications, and advertised February through April. City/Chamber together planned event and recognition.

\$10,000

**Total Contract Fees: \$78,000**

- Continued -

## Additional Chamber Support/Activities Beyond Contract

- Hosting of 20<sup>th</sup> Anniversary 9/11 Memorial September 11, 2021 (*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:
  - Additional government contracting webinar November 4, 2021
  - Emprendedor@s Program and Graduations: August 3, 2021 and March 31, 2022
  - Downtown Revitalization Project Business Community Meeting January 25, 2022
  - Four additional Grow with Google series webinars: February 23, March 7, March 9, and March 23, 2022
  - Community State of the City Address April 14, 2022
  - Economic Development Strategic Plan Meeting May 17, 2022
  
- Advertising of City:
  - Photos and articles in 2022 edition of CORONA *The Guide* (the whole thing was really about why the City of Corona is so great, but these specifically highlight City government):
    - Strategic Plan update by Mayor Wes Speake
    - Economic Statistics compiled by Chamber
    - Profile on 9/11 Memorial
    - Box listing w/logo, to stand out in Directory portion of publication, along with listings of all city departments and elected officials
  - Articles in Corona Business News (note, these are things that specifically highlight the City of Corona government, and does not include highlighting of businesses, plans for things to come in Corona, or anything that was co-hosted by the City/Chamber, as that is included in everything contract-related):
    - EVTV – July/August 2021 issue
    - Profile on Mayor Casillas – July/August 2021
    - Homeless Strategic Plan Update by Karen Roper – November/December 2021
    - 9/11 Memorial Recap – November/December 2021
    - Homeless Strategic Plan Update by Karen Roper – May/June 2022
    - Live/Work Corona Pledge – May/June 2022

- Ads in Corona Business News:
  - Summer Concert Series – July/August 2021
  - Downtown Revitalization Meeting – January/February 2022
- Shared social media posts upon request, including 2021's new Night Market
- Link to City calendar on Chamber website
- Logo on home page of Chamber website
- Logo in every issue of Corona Business News (published bimonthly)
- Logo on every Chamber e-newsletter (sent weekly)
- Announcements at Good Morning, Corona and other Chamber programs
- Flyers & brochures displayed in Chamber lobby



## 2021 - 2022 Fiscal Year Co-Sponsored Programs



	Coffee w/an Entrepreneur	Seminars	Industry Specific Workshops (1 Per Quarter)
July	July 12, 2021 Mary Vasquez Miguel's Jr.	July 1, 2021 Paul Webb NLP Training Series Reinforcing & Complimenting / Sequencing Closing Techniques / Handling Customer Attitudes	
August			
September	September 13, 2021 Marta Cortez Eduardo's Mexican Restaurant September 13, 2021 Marta Cortez en Espanol Eduardo's Mexican Restaurant		September 21, 2021 Government contracting webinar (Construction)



## 2021 - 2022 Fiscal Year Co-Sponsored Programs



	Coffee w/an Entrepreneur	Seminars	Industry Specific Workshops (1 Per Quarter)
October	October 11, 2021 Chad Willardson Pacific Capital		
November	November 8, 2021 Bill Steinkirchner Stone Church Brewing		
December	December 13, 2021 Ray & Stacie Bass Boost Training Systems		



## 2021 - 2022 Fiscal Year Co-Sponsored Programs



	Coffee w/an Entrepreneur	Seminars	Industry Specific Workshops (1 Per Quarter)
January	January 10, 2022 Jamie Sheldon NATFIT		
February	February 14, 2022 Alvin & Joy Azusa Just 4 Kids Preschool	February 9, 2022 Fair Chance Act Presentation February 17, 2022 New Laws seminar February 23, 2022 Grow With Google #1	February 28, 2022 Social Media Marketing for Restaurants
March	March 14, 2022 Rachel Medina RM101 Media Group	March 22, 2022 Sexual Harassment Avoidance training	March 8, 2022 AmPac Manufacturing Seminar



## 2021 - 2022 Fiscal Year Co-Sponsored Programs



	Coffee w/an Entrepreneur	Seminars	Industry Specific Workshops (1 Per Quarter)
April	April 11, 2022 David Prado Emotion Media	April 19, 2022 Taking your health to the next level April 27, 2022 Economic Development 2.0	
May	May 9, 2022 Lary Townson Townson TM Productions	May 12, 2022 Organic Waste Recycling (SB 1383) Seminar May 16, 2022 Active Shooter Response Training	
June	June 13, 2022 Lena Thomas Corona Hardwood	June 1, 2022 Employee Retention Credit Webinar New Law Requiring Employer-Provided Retirement June 29, 2022 Attracting and Retaining Employees Seminar	June 30, 2022 Customer Service for Healthcare Providers



## Chamber Business Proposal for 2022-2023 Contract

The CORONA Chamber is pleased to submit the following items for consideration for the Annual City Agreement with the CORONA Chamber. We look forward to this partnership.

### City Customized Marketing Membership Package: \$15,000 \*

1. City of Corona will be listed as a member for the CORONA Chamber. With this specialized Partnership the following items are included:
  - a. Listing of city Economic Development department
    - i. Choose from this listing:
    - ii. Virtual Directory Chamber Website
    - iii. Directory when people call our offices
    - iv. CORONA The Guide – in the printed Directory section
  - b. City logo displayed on Chamber's weekly email newsletter
  - c. City logo displayed on Chamber Website
  - d. Enables city personnel to receive member pricing for events and programs
  - e. Grand Opening/Ribbon Cutting Ceremonies
    - i. Chamber to provide joint certificate with both City and Chamber logos with Mayor (or city representative if available) to present to business.
  - f. The Chamber will promote the City to their networks and facilitate introductions to new businesses
2. Marketing (Print and On-line)
  - a. CORONA The Guide (CTG) publication
    - i. CTG is the Chamber's annual guide and business directory.
    - ii. CTG prints over 15,000 annually and distributed hard copies to various businesses and selected residential markets.
      1. Local hotels, eateries and retail establishments are supplied with copies for individuals to pick up from
    - iii. CTG is also on our Chamber website, with a flip-book feature, and links from various advertisers will provide viewers to advance to individual websites
      1. There is also a READ feature, with audio description for each article
    - iv. The City of Corona will be provided space for up to four (4) page spread (including images) to promote the city
      1. The 2023 marketing package includes 2-page spread, 1-half page ad in the Directory section
  - b. CORONA Business News (CBN)
    - i. CBN is printed and distributed every two months; 5,000 copies are printed, and this is also online, with the flip-book feature.
      1. We also have a special READ option
    - ii. Each issue is a dual month publication, odd, followed by even months
    - iii. Our printing and distribution are timed to enable the publication to be in circulation the week prior to the month of the issue (example, the September/October issue will be distributed during the latter part of August)

1. City of Corona will have options to provide one article for up to four (4) publications \* +

Business Events and Promotions Aligned with Economic Development Strategic Plan: \* \$72,500

To align with the City of Corona's Economic Development Strategic Plan, we consider the following options for our partnership to be enhanced.

1. Good Morning, CORONA events \* \$7,500
  - a. These in person events are at Eagle Glen, for remainder of 2022, they are held on the 3<sup>rd</sup> Friday of each month, August, September, October; in November, it is the 2<sup>nd</sup> Friday.
    - i. 2023 – all will be the 3<sup>rd</sup> Thursday (none in July or December)
  - b. City will sponsor a table for attendees at up to three (3) selected events \*
  - c. The mayor or representative will provide the Annual Business Address
    - i. includes keynote speaker, Table of 10 attendees, and exhibitor space \*
2. Various Workshops and Seminars
  - a. To align with the Economic Development Department and achieving outreaches to various businesses and future entrepreneurs the following workshops and seminars will be scheduled. Each event takes tremendous planning and staff time. Our proposal provides the following programs, and quantity which will be invoiced as part of our contract. There will be no refunds.
  - b. Coffee with an Entrepreneur
    - i. Changing to 6 times per the contract year (reducing from every month)
    - ii. Chamber to coordinate and manage
    - iii. Changing the day of month to agreed time and day
    - iv. Each of these are compensated at \$3,000 for a total of \$18,000\*\* in the contract
  - c. Workshops
    - i. Chamber to coordinate
    - ii. Coordinate for two (2) workshops during the contract period (each are valued at \$5,000, total is \$10,000)\*\*
    - iii. Suggested items:
      1. Veteran-owned workshop
      2. Attracting & Retaining New Customers Workshop.
      3. Maybe industry specific, Introduction to the Cannabis industry, with panel of finalized vendors.
  - d. Additional Seminars, budgeting for up to two (2) more during the contract period (\$3,000 each, or \$6,000 total)\*\*
    1. Economic Development and chamber will identify full schedule within first 45 days of contract.
3. New Business Reception
  - a. City led and Chamber Supported
  - b. Like last year, the CORONA Chamber will aid and support as requested by the city. (\$4,000)

4. Innovation Happens Here – \*
  - a. CORONA is fortunate to be home to so many manufacturers and innovators.
  - b. The CORONA Chamber will continue to explore ways to promote and build up this area.
  - c. Each year, the County of Riverside encourages the month of April as Innovation Month (April 2023)—
  - d. The CORONA Chamber works hand in hand with the City of Corona in:
    - i. Organizing the local Fast Pitch competition (date will be early April)
    - ii. Promotion and acquisitions for the Fast Pitch
      1. January through April
      2. Actual event invite variety of attendees
        - a. business community and residents
    - iii. Chamber to provide prizes and certifications of recognition. (\$12,000)
5. Live Work Corona outreach and promotion (includes promotion on Chamber website, social media, and digital/in-person outreach to current and new members) (\$5,000)
6. Job Fair partnership – by the time this is seen by the Council, the Job Fair on July 23 will have been done, and the CORONA Chamber would welcome a partnership with the City of Corona, it can be a city run and chamber participates with a booth, to the city being the main sponsor and the Chamber taking the lead. \$10,000
  - a. The City's sponsorship of a Job Fair event will make participation free to all business participants and job seekers.

\* = this is contract specific, as part of the entire package – by agreeing, these items will be invoiced for, and paid by the City of Corona – as a contractual piece to our agreement.

+ = timeframes will be outlined upon signing the agreement, and selections will be reserved, and city will be obligated to payment even if they missed the deadlines.

\*\* = As a consideration of increased costs, and adjusting accordingly, during 2022, the Chamber and every business has experienced tremendous increases, from wages to supplies, and we have taken these concerns and issues into our proposal. We eliminated some items from prior years agreement and reduced the quantity of items.

Our contract proposal for the work outlined in the above document would be for \$87,500 (\$72,500 + \$15,000 Marketing Membership fee)