



## Agenda Report

---

**File #:** 19-0588

---

### **AGENDA REPORT REQUEST FOR CITY COUNCIL ACTION**

**DATE:** 6/19/2019

**TO:** Honorable Mayor and City Council Members

**FROM:** Economic Development, Management Services

**SUBJECT:**

City Council consideration to approve Professional Services Agreement (PSA) with the Corona Chamber of Commerce.

**RECOMMENDED ACTION:**

That the City Council approve and authorize the City Manager to execute the Professional Services Agreement with the Corona Chamber of Commerce in an amount not to exceed \$55,800.

**ANALYSIS:**

During the last fiscal year, similar to previous years, the City of Corona and the Corona Chamber of Commerce have entered into a Professional Services Agreement (PSA) for the provision of various business development, promotion, retention and marketing activities geared towards supporting our local business owners as well as grow/expand our existing local businesses. The Economic Development Department in Management Services was approached by the Chamber to enter into a similar agreement for the Fiscal Year 19/20. The proposed agreement will be for \$55,800 which reflects the same amount that was approved in FY 18/19. It is important to note that the services rendered are invoiced to the City at their completion and not paid in advance.

The following list represents a sample of the type of business development workshops/training that was held by the Corona Chamber of Commerce in partnership with the City based upon the scope of services as defined in the PSA (see attachment):

- Monthly Business Workshops/Training Topics: Coffee with an Entrepreneur, Harassment Prevention and Training, Social Media Marketing, New Laws Seminar, Networking Strategies, Lean Manufacturing, Business 101 (drafting a business plan), Branding, and recent Legislative impacts to local business owners (organics recycling, etc.)
- Industry Specific Workshops: Veterans Awareness and Resources, The New Economy, Restaurants Management

These business development workshops/trainings are free to attend and open to the business

community. These business development workshops are promoted by the Chamber as well as the City through multiple platforms including but not limited to: website, social media, electronic newsletters and print. In FY 18/19, the Corona Chamber had 586 participants in their monthly business workshops and an additional 79 for industry-specific workshops. Additionally, the Chamber of Commerce hosts Grand Openings/Ribbon Cuttings, Corona 2020 and offers general ongoing support to the business community at no additional charge nor included in the PSA.

The draft scope of work was presented to the Finance, Legislation, and Economic Development (FLED) Committee on June 5, 2019 and was approved to move forward as proposed.

The scope of work has been approved by the Chamber's leadership.

**COMMITTEE ACTION:**

As discussed above, the Corona Chamber PSA was discussed at the June 5, 2019 Finance, Legislation, and Economic Development (FLED) Committee who indicated support of the PSA.

**STRATEGIC PLAN:**

This item supports the City's Strategic Plan Goal 3: Enhance Economic Development with a Focus on Hi-Tech Opportunities; Objective b: Continue to work with local businesses to ensure their ability to grow and succeed in Corona.

**FISCAL IMPACT:**

Funding for this PSA will be included in the Fiscal Year 2019-20 proposed budget for Management Services under Economic Development.

**ENVIRONMENTAL ANALYSIS:**

No environmental review is required because the proposed action is not a project governed by the California Environmental Quality Act.

**REVIEWED BY:** KERRY D. EDEN, ASSISTANT CITY MANAGER/ADMINISTRATIVE SERVICES DIRECTOR

**REVIEWED BY:** MICHELE NISSEN, ASSISTANT CITY MANAGER

**SUBMITTED BY:** MITCHELL LANSDELL, ACTING CITY MANAGER

**ATTACHMENTS:**

1. Corona Chamber of Commerce Professional Services Agreement and Scope of Services