



Agenda Report

---

File #: 20-0582

---

**AGENDA REPORT  
REQUEST FOR CITY COUNCIL ACTION**

DATE: 07/01/2020

TO: Honorable Mayor and City Council Members

FROM: Economic Development - Management Services

SUBJECT:

City Council consideration of Professional Service Agreement with the Corona Chamber of Commerce.

**RECOMMENDED ACTION:**

**That the City Council** authorize the City Manager to execute a Professional Service Agreement with the Corona Chamber of Commerce in an amount not to exceed \$50,000.

**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 Service Agreement for the provision of various business development, promotion, retention and marketing activities geared towards supporting our local business community. Economic Development staff was approached by the Chamber to enter into a similar agreement for Fiscal Year 2020-21. The proposed agreement is for an amount not to exceed \$50,000 which reflects a \$5,800 decrease from the prior Fiscal Year contract. It is important to note that the services rendered are invoiced to the City at their completion and not paid in advance.

Typical services provided include the following:

- Monthly Business Workshops
- Industry Specific Workshops
- Good Morning Corona
- Grand Opening Ribbon Cutting and Anniversary Celebrations
- Promotional Support

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 and print. The draft scope of work has been reviewed and approved by the Chamber's leadership.

**COMMITTEE ACTION:**

Not Applicable

**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 Professional Service Agreement is included in the Fiscal Year 2020-21 operating budget under Economic Development.

**ENVIRONMENTAL ANALYSIS:**

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

**PREPARED BY:** RYAN CORTEZ, ECONOMIC DEVELOPMENT COORDINATOR

**SUBMITTED BY:** JACOB ELLIS, CITY MANAGER

**Attachments:**

1. Professional Service Agreement