

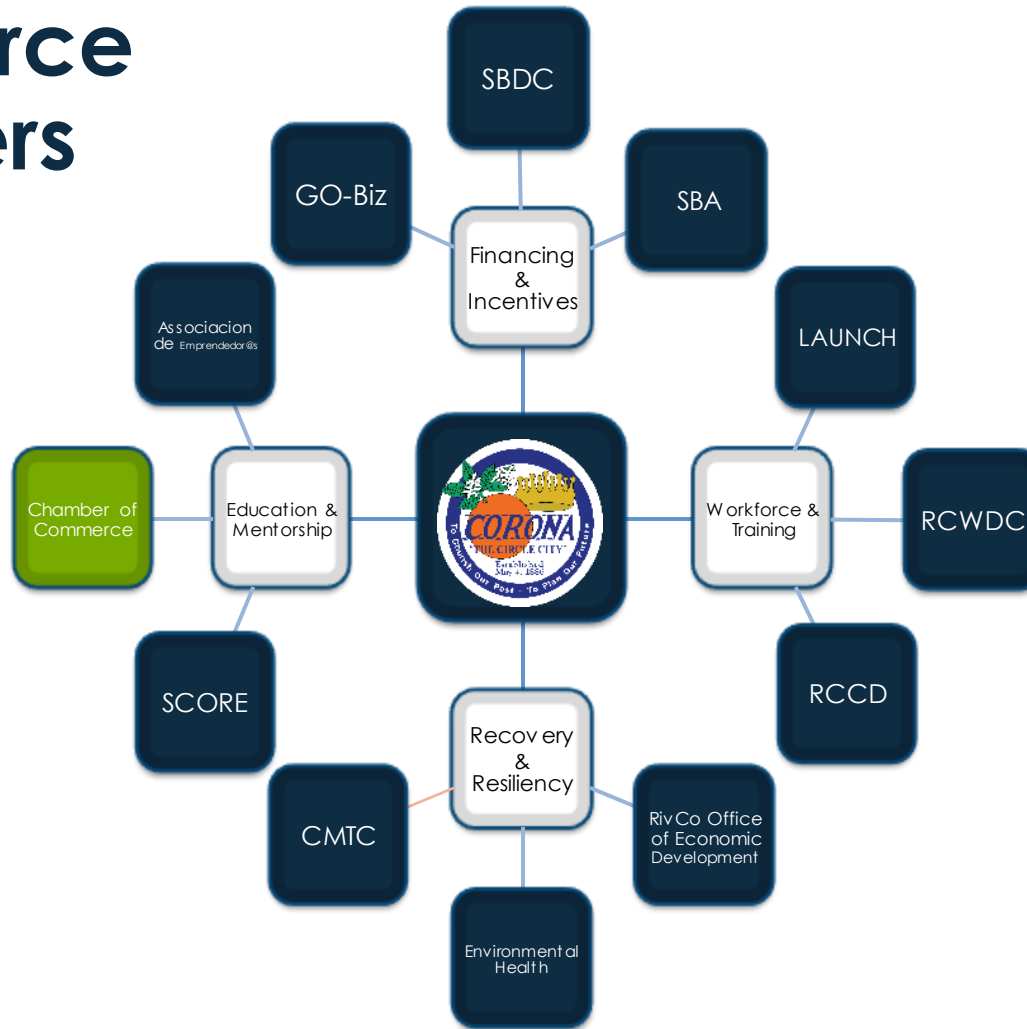


# Council Discussion on Corona Chamber of Commerce Agreement



**Jessica M. Gonzales**  
Economic Development Director

# Resource Partners



# 2020-2021 Accomplishments

- Pivoted in-person meetings, events, and services to digital formats
- Hosted more than 20 business seminars and workshops
  - 12 – Coffee with an Entrepreneur
  - 3 – Industry-Specific Seminars
  - 5 – Sales Training Seminars
  - 2 – Additional Seminars – Marketing Strategies and ADA Website Compliance
- Coordinated Corona Fast Pitch Competition



**Covid-19 Workplace Safety**  
Guidance For California Manufacturers



January 27, 2021

CMTCC

Presented By:



MARY  
BARNETT  
ANOTHER  
BRILLIANT IDEA



**TOP 5  
MARKETING  
STRATEGIES**  
TO APPLY IN 2021



RONI RAMOS  
HARMONY 3  
PRODUCTIONS



VICTORIA BYRNE  
CREATIVE  
MARKETING SERVICES



JARETT  
RICHARDS &  
CONRAD  
PADILLA  
HUSTLE MEDIA  
GROUP



# Chamber's 2021-2022 Proposal

SCOPE ITEMS	CURRENT FY 2021 CONTRACT SCOPE	PROPOSED FY 2022 CONTRACT SCOPE
Monthly Business Workshops (\$2,000 each)	19 (\$38,000) <ul style="list-style-type: none"> <li>•Coffee with an Entrepreneur – 12</li> <li>•Sales Training Seminars – 5</li> <li>•Social Media Strategies – 1</li> <li>•ADA Website Compliance – 1</li> </ul>	24 (\$48,000) <ul style="list-style-type: none"> <li>•Coffee with an Entrepreneur – 12</li> <li>•Sales Training Seminars – 6</li> <li>•Social Media Seminars – 4</li> <li>•Additional Topics – 2</li> </ul>
Industry-Specific Seminars (\$4,000 each)	3 (\$12,000)	4 (\$16,000)
New Business Welcome Reception (\$4,000) <b>NEW</b>	N/A	1 (\$4,000)
Innovation Month (\$10,000) <b>NEW</b>	N/A	1 (\$10,000)
<b>Total Cost</b>	<b>\$50,000</b>	<b>\$78,000</b>

# New Proposed Events

- New Business Welcome Reception
  - Estimated at \$4,000 (80 hours @ \$50 per hour)
  - Annual resource expo and networking
  - Provide businesses with resources to aid their growth and prosperity
  - Tailored for small businesses
- Innovation Month
  - Estimated at \$10,000 (200 hours @ \$50 per hour)
  - Features Corona Fast Pitch Competition
  - Highlights innovative companies and entrepreneurs in Corona
  - Features dedicated marketing campaign with social media posts, videos, and billboards



Pitch Your Business Concept to Win a Cash Prize

CORONA REGIONAL

**FAST PITCH  
COMPETITION**

THURSDAY, APRIL 8, 3-5 P.M.

[bit.ly/CoronaPitch2021](http://bit.ly/CoronaPitch2021)

RIVERSIDE COUNTY  
**INNOVATION**  
MONTH APRIL 2021  
[rivcoinnovation.org](http://rivcoinnovation.org)



#RivCoInnovation #innovation #startups #entrepreneur #tech #RivCoNow

# Summary of Key Changes

- Proposed Increased Events
  - Monthly Business Workshops from 19 to 24
  - Industry-Specific Seminars from 3 to 4
  - Addition of New Business Welcome Reception and Innovation Month
- Increased Reporting and Review
  - Includes three-month outlook and review of marketing materials
- Proposed Increased Contract Compensation
  - From \$50,000 to \$78,000

# Council Direction Sought

SCOPE ITEMS	OPTION A: CHAMBER'S PROPOSAL	OPTION B: ALTERNATIVE SCOPE OF SERVICES
Monthly Business Workshops (\$2,000 each) <ul style="list-style-type: none"> <li>Includes Coffee with an Entrepreneur, Sales Training Seminars, Social Media, Additional Topics TBD</li> </ul>	24 (\$48,000)	X (\$____) TBD by Council
Industry-Specific Seminars (\$4,000 each) <ul style="list-style-type: none"> <li>Focused on Corona's major industries (e.g., construction, manufacturing, health care, and retail services)</li> </ul>	4 (\$16,000)	X (\$____) TBD by Council
New Business Welcome Reception (\$4,000) <b>NEW</b> <ul style="list-style-type: none"> <li>Annual resource expo and networking reception</li> </ul>	1 (\$4,000)	Up to 1 TBD for Inclusion
Innovation Month (\$10,000) <b>NEW</b> <ul style="list-style-type: none"> <li>Featuring Corona Fast Pitch Competition</li> </ul>	1 (\$10,000)	Up to 1 TBD for Inclusion
<b>Total Cost</b>	<b>\$78,000</b>	<b>TBD by Council</b>



# QUESTIONS?



**951-736-2297**



**[Jessica.Gonzales@CoronaCA.gov](mailto:Jessica.Gonzales@CoronaCA.gov)**



**Economic Development Director**  
**CoronaCA.gov**