

## EXPENDITURE WITH THE GREATER RIVERSIDE CHAMBERS OF COMMERCE FOR SERVICES AND SPONSORSHIPS IN THE AMOUNT OF \$69,245 FOR FY24/25 AND FY25/26

### Community & Economic Development

City Council  
June 11, 2024

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## BACKGROUND

### Greater Riverside Chambers of Commerce

- Began in 1900 and served community for over 100 years
- Spearheaded effort to bring rail line to Riverside
- Helped write the City Charter adopted in 1900
- Advocated for State of California to establish a Citrus Experiment Station
- Lead role in establishment of March Field aviation training facility in 1918 (now March Air Reserve Base)
- Helped establish Riverside National Cemetery in 1976
- Worked to bring Sherman Institute and the School for the Deaf to Riverside
- Helped establish University of California, Riverside Liberal Arts College
- Helped plan Riverside's first freeway in the 1940's
- Over the years has been instrumental in recruiting and retaining businesses
- Grown to 1,500 member firms and collectively represent 112,000 employees



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## CURRENT AGREEMENT

1. Approved November 19, 2019 / 5 Year Total (1 Year + Two, 2-Year)
2. Deliverables and metrics for 2022 and 2023
  - A. 2,120 Business Outreach Visits/Contacts
  - B. 48 Ground openings, ribbons cuttings, and groundbreaking celebrations
  - C. 348 attendees at Business in Action Event Series
  - D. Provided dozens of well attended meetings/events for meaningful engagement, dialog and promotion of City initiatives
  - E. Newspaper distribution to local businesses (monthly)
    - 1) 2,000 hardcopy / 5,000 e-copies
    - 2) 9,000+ social media
3. Over past 5-years funds spent ranged from 48% to 99% of contract



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## PROPOSED AGREEMENT

Scope of Service includes the following services and benefits:

1. Retention and expansion of local businesses
2. Attraction and expansion of businesses from desired industries
3. Support and training in key areas for businesses and entrepreneurs
4. Increased awareness of local programs and resources that support business
5. State of City



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## SCHEDULE OF SPONSORSHIPS

Department	Activity/Event
<b>Riverside Public Utilities:</b>	Economic Development Services
	Advertisements
	Advertisements
	KRCB
	Business Expo/Mixer/Riv Forward
	Mega Mixer/Tradeshaw/Job Fair
	GMR Sponsorship
	Legislative Summit
	Mayor's State of the City Address
	Inaugural Ball
	Athena Luncheon
	Leadership Riverside Luncheon
	Festival of Lights
<b>Community and Economic Development:</b>	Festival of Lights
	Riverside College & Career Fair
	Business Expo/Mixer/Riv Forward
	Mayor's State of the City Address
<b>Public Works:</b>	Mayor's State of the City Address
	Legislative Summit
<b>Police:</b>	Mayor's State of the City Address
	Leadership Riverside Luncheon
<b>Citywide:</b>	Chamber Memberships
	Leadership Training


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## STRATEGIC PLAN ALIGNMENT




### Strategic Priority 5 – High Performing Government


**Goal 5.2** - Utilize technology, data, and process improvement strategies to increase efficiencies, guide decision making, and ensure services are accessible and distributed equitably throughout all geographic areas of the City.

### Cross-Cutting Threads


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Community Trust




Fiscal Responsibility




Sustainability & Resiliency



Equity



Innovation


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## Recommendation

That the City Council:

1. Approve a Professional Consultant Services Agreement with the Greater Riverside Chambers of Commerce for services and sponsorships provided to the City of Riverside for FYs 2024/25 and 2025/26 in a total amount not to exceed \$98,775 annually and a term ending June 30, 2026, with one optional two-year extension; and
2. Authorize the City Manager, or his designee, to execute the Professional Consultant Services Agreement including making minor and non-substantive changes as necessary including the ability to execute the one optional two-year extension.



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