

## Scope of Services

The Scope of service will include, but will not be limited to, the following services and benefits.

- 1. Retention and expansion of local businesses:** The Chamber will encourage a dialogue between businesses and the City to share priorities, concerns, plans for future growth and opportunities, gain and disseminate advance insight when businesses are considering potential changes or evaluating new directions, and enhance positive working relationships between businesses and the City. This task will be accomplished through the following deliverables:

### Deliverables:

- A. Outreach to local business through in-person visits, phone calls, and other touch points by Chamber Ambassadors and Business Council Board members and identify any new developments and opportunities for growth as well as areas of concern expressed by the business owner, manager, or staff.

<b>AMBASSADOR AND BUSINESS COUNCIL OUTREACH TO LOCAL BUSINESSES</b>		
<b>Month</b>	<b>Businesses Reached</b>	<b>Total Touches (Averaging two per business)</b>
July 2019	62	124
August 2019	43	86
September 2019	59	118
October 2019	132	264
November 2019	74	148
December 2019	49	98
January 2020	90	180
February 2020	52	104
March 2020	128	256
April 2020	45	90
May 2020	45	90
June 2020	58	116
Business Council Boards (Annual Total)	125	250
<b>Total</b>	<b>962</b>	<b>1,924</b>

<b>GRAND OPENING AND RIBBON CUTTING CELEBRATIONS</b>			
<b>Date</b>	<b>Business</b>	<b>Date</b>	<b>Business</b>
7/25/19	Panini Kabob Grill	10/24/19	Sweet It Is
7/28/19	CORE Resolution Systems	10/24/19	Sadeghian Magnolia Center
8/7/19	Western Dental and Orthodontics	10/31/19	IMG Comfort
8/8/19	Women in Tandem	11/7/19	All Purpose Safety Training Solutions
8/14/19	CARE Project	11/8/19	Platinum Salon & Spa
8/21/19	TroBon	11/13/19	The Core at Sycamore Highlands
8/22/19	Stem Lab - La Sierra Academy	11/16/19	Vixen & Beard
9/12/19	Parkview Community Hospital - Emergency Room	11/20/19	Crest - Sotheby's International Realty
9/16/19	Trails @ Canyon Crest	12/12/19	RadNet - Healthcare Advanced Imaging Center
9/18/19	Braille Institute	1/8/20	OctoClean

9/26/19	Riverside Game Lab	1/15/20	LeanFeast
9/27/19	All State Agency - Mike Ponce	1/22/20	Tractor Supply Co.
9/28/19	Bullseye Sport - 10 Year Anniversary	1/28/20	Voices for Children - 5th Anniversary Celebration
10/9/19	Eadie & Payne - 100 Year Celebration	2/28/20	Jackson's Kare
10/18/19	Ursie's Apothecary	2/28/20	MedOptions Insurance
10/23/19	Merrill Avenue Brownstones	3/4/20	Adriana's Insurance
10/23/19	Mission Loft Apartments		

<b>BUSINESS RETENTION MEETINGS AND EFFORTS</b>		
<b>Date</b>	<b>Business/Employer</b>	<b>Topic(s)</b>
8/20/19	Regional Properties/The Mark	Development progress and assistance
11/22/19	Raincross Pub & Kitchen	Discussion re: retention and assistance
12/3/19	Starbucks	Facility challenges and issues re: homeless individuals and public safety
5/8/20	Nordstrom	Effort re: retention and assistance

- B. Conduct online surveys of local business leaders that gauge their perspectives in key economic trends, seek feedback on recent developments or Chamber/City programs, or obtain board public input on community development and economic development action plans or strategies. Survey topics could also focus on industry projections for future growth in key sectors, assessments of local workforce strengths and sources, and evaluations of the general business climate within the City.

<b>ONLINE SURVEYS OF BUSINESS PERSPECTIVES</b>		
<b>Date</b>	<b>Topic</b>	<b>Response</b>
7/22/19	Future workforce plans	Addendum 1
12/17/19	Top priorities for Chamber in 2020	Addendum 2
1/23/20	Comparison to 2019 and Business Environment	Addendum 3
3/19/20	COVID-19 Initial Response	Addendum 4
3/30/20	COVID-19 Impact on Hiring/Staffing	Addendum 5
4/17/20	COVID-19 PPP/EIDL Response and Support	Addendum 6
5/1/20	COVID-19 "Safer at Home"/Re-Opening Response	Addendum 7

- C. Facilitate quarterly major employer visits that convene Chamber and City representatives with the leadership of major local employers to gauge their perspectives on the current business climate and identify and facilitate introductions with the potential vendors or business partners that may benefit from expanding or relocating to Riverside.

<b>MAJOR EMPLOYER VISITS</b>		
<b>Date</b>	<b>Business/Employer</b>	<b>Topic(s)</b>
7/29/19	Parkview Community Hospital Medical Center	Welcome of new administrative leadership
7/10/19	Riverside Community Hospital	Discussion re: property/facility access and infrastructure
7/11/19	Northgate Gonzalez Market	Opportunities for community engagement
8/1/19	Pepsi Beverage Company	Discussion re: opportunities for growth and access issues
9/5/19	New York Life	Discussion re: workforce development and staffing opportunities
9/18/19	K&N Engineering	Connected leadership to Mayor and City management
11/26/19	A-Check Global	Discussion re: business status and future growth
1/3/20	Aldi Markets	Connected leadership with Councilmember to discuss workforce development and community engagement/exposure

1/7/20	Pepsi Beverage Company	Follow up from previous and connected leadership with City Public Works to discuss access and infrastructure
1/22/20	Collins Aerospace	Discussion re: retention and assistance
2/4/20	JBS USA	Connection to local resources for workforce development
2/6/20	UC Path Center	Discussion re: additional growth and future workforce development opportunities

2. **Attraction and expansion of businesses from desired industries:** The Chamber will continue Riverside's reputation as a City and community that welcomes business investment and growth, enhanced by our partnerships and collaborations between private and public stakeholders, and increase awareness of Riverside's potential and the many resources, talents, and treasures available to businesses and residents. This task will be accomplished through the following deliverables:

**Deliverables:**

- A. Commit to the partnership and collaboration between the Chamber, the City, the County, the University of California, Riverside, California Baptist University, La Sierra University, and Riverside Community College District to identify and attract key assets and industries to relocate or expand to Riverside. Pivoting from the successful collaboration to bring the California Air Resources Board emissions testing facility to Riverside, work with these partners to actively focus on desired industries and capitalize on specific opportunities.

ATTRACTION/EXPANSION KEY ASSETS AND INDUSTRIES		
Date	Business/Organization	Topic(s)
9/9/19	California Air Resources Board (CARB), University of California, Riverside (UCR), Riverside Community College District (RCCD), Riverside Unified School District (RUSD)	Convened education and public sector partners to sign Memorandum of Understanding re: future workforce development opportunities
October to November 2019	Southern California Association of Governments (SCAG)	Engaged with City leadership to urge SCAG to adopt alternative methodology to Regional Housing Needs Assessment
October 2019 to Present	Riverside Unified School District	Facilitate community engagement and support to build the RUSD STEM High School
November 2019 to Present	University of California, Riverside	Development of the UCR Oasis Project to attract and incubate new business development in clean and green tech industries
July 2017 to March 2020	California Public Utilities Commission (CPUC)	Partnered with City to advocate for approval of Riverside Transmission Reliability Project to ensure energy reliability, including collecting 200+ grassroots letters and participating in advocacy trip to meet CPUC Commissioners
April 2020 to Present	Naval Surface Warfare Center – Corona Division	Developing of the Inland Empire Tech Bridge to encourage business development of military-use technology
Ongoing	California Air Resources Board Southern California Headquarters	Convening representatives from CARB, City, County, UCR, and the Chamber to spur continued progress of CARB partnership and address any challenges (i.e. parking availability)
Ongoing	University of California, Riverside	Building support and partnerships to find new expansion opportunities for the UCR School of Medicine

Ongoing	Riverside Transit Authority (RTA)	Convening private and public sector leaders to engage on the RTA Vine Street Mobility Hub Conceptual Plan to address facility challenges and expand public transportation
Ongoing	Ontario International Airport Authority	Furthering expansion and economic impact of Ontario International Airport as a regional transportation and commerce hub

- B. Partner with the City and other stakeholders to facilitate tours to introduce and raise awareness of local community assets to business leaders, investors, and decision-makers looking to potentially expand or relocate to Riverside. As with the tours conducted with employees from the California Air Resources board emissions testing facility, these tours would educate and inform guests on the available resources, educational opportunities, transit and livability opportunities, housing options and markets, and more to an interested business and its staff.

<b>COMMUNITY AWARENESS TOURS FOR EXPANSION OR RELOCATION</b>		
<b>Date</b>	<b>Business/Organization</b>	<b>Topic(s)</b>
Ongoing	California Air Resources Board Southern California Headquarters	Monthly tours for approximately 24 CARB employees that connect them to resources/representatives from the City, RPD, RUSD, RCTC, real estate, UCR, and the County (Most recent tours took place in February and March 2020)

- C. Partner with the City to implement the Economic Development Action Plan. Promote engagement from business and community stakeholders, facilitate meetings with business, City, and higher education representatives, and periodically assess the Action Plan's effectiveness to stimulate business growth and economic activity.

<b>CITY ECONOMIC DEVELOPMENT ACTION PLAN</b>		
<b>Date</b>	<b>Chamber Meetings</b>	<b>Topic(s)</b>
January 2019 to Present	Economic Development Council, Area Business Councils, and Separate Meetings	Facilitated business stakeholder engagement and input on the City's Economic Development Action Plan to advance key priorities for future economic development and business growth.

The Chamber convened key stakeholder and business leaders to review and discuss the first draft of the City's five-year Economic Development Action Plan for Riverside and its community and regional partners.

- D. Facilitate periodic industry sector meetings that convene local businesses with Chamber, City, and higher education representatives to discuss industry priorities and needs, share City and Chamber programs and initiatives, and strategize opportunities for future business retention, growth, and expansion.

<b>INDUSTRY PRIORITY MEETINGS</b>		
<b>Date</b>	<b>INDUSTRY/SECTOR</b>	<b>Topic(s)</b>
March 2020 to Present	Elected Leadership, Public Sector, Healthcare, Retail, K-14 and Higher Education, Real Estate, Finance and Banking, Manufacturing, Grocery, Infrastructure, Development	Convened nearly-weekly meetings with leadership to share information, identify solutions, and seek resources during COVID-19
June 2020 to Present	Manufacturing	Discussion re: potential impacts to sector due to COVID-19 i.e. sourcing materials, staffing, and workplace hygiene

- E. Provide enhanced guidance and customer service to businesses considering expansion in Riverside by connecting them with City resources and departments, helping navigate the development approval process, and promoting Riverside as an efficient and business-oriented community for potential investment.

<b>BUSINESS ATTRACTION/EXPANSION MEETINGS AND EFFORTS</b>		
<b>Date</b>	<b>Business/Employer</b>	<b>Topic(s)</b>
8/19/19	Babcock Laboratories, Inc.	Discussion re: potential expansion
9/3/19	Gibson Overseas	Discussion re: expansion/attraction and assistance
9/5/19	TIG/M	Discussion re: expansion/attraction and assistance
1/21/20	Spectrum Business	Needs for potential growth
1/23/20	Kaiser Permanente Medical Center	Discussion re: tower expansion

3. **Support and training in key areas for businesses and entrepreneurs:** The Chamber will provide training and resources to develop successful and sustainable businesses. This task will be accomplished through the following deliverables:

**Deliverables:**

- A. Offer monthly seminars to local businesses and entrepreneurs that educate and inform on key topics, including human resources, marketing, procurement, and finance.

The Chamber's Business Seminar Series often covers business and employee training on topics such as Human Resources and Sexual Harassment. Since the onset of COVID-19, the series pivoted to the Business Webinar Series to help businesses navigate the variety of issues arising with the pandemic.

<b>BUSINESS SEMINAR AND WEBINAR SERIES</b>			
<b>Date</b>	<b>Topic</b>	<b>Attendee Amount</b>	<b>Estimated Impact (based on bus. size)</b>
<b>Business Seminar Series (Pre-COVID-19)</b>			
7/25/19	HR Best Practices	11	165
9/23/19	Sexual Harassment Avoidance Training	97	1,455
10/25/19	Doing Business with Local Medical Centers	32	480
11/7/19	Sexual Harassment Avoidance Training	51	765
12/2/19	Sexual Harassment Avoidance Training	47	705
12/13/19	New Labor Laws of 2020	27	405
1/17/20	Sexual Harassment Avoidance Training	30	450
1/31/20	New Labor Laws of 2020	15	225
2/28/20	Active Shooter Response Training	10	150
3/6/20	Customer Service 101	18	270
<b>Business Webinar Series (During COVID-19)</b>			
The Chamber promoted daily webinars hosted by the Inland Empire Small Business Development Center on access to funding sources during the COVID-19 pandemic.			
4/1/20	Navigating New Federal HR Laws	129	645
4/8/20	Best Practices for Managing Telecommuting Employees	48	960
4/15/20	Cybersecurity Best Practices for Telecommuting Employees	41	410
4/22/20	COVID-19: Critical Customer Service Strategies During and After the Crises	20	600
4/29/20	Learn How to Apply for Business Innovation Research Funds from the US Navy	33	990

5/13/20	How to Use Technology to Make Your Business More Resilient to Future Crises	40	600
5/27/20	Workplace Hygiene and Safety	47	1,410
6/9/20	Accounting/Tax During COVID-19	31	465
6/24/20	Employment Law and COVID-19	32	480
7/8/20	Developing a Worksite Prevention Plan	13	195
7/22/20	Unconscious Bias, Workplace Diversity & Inclusion	28	560
8/5/20	Jumpstart your e-Commerce Business	12	180
<b>Business Seminar Series (Pre-COVID-19)</b>		338	5,070
<b>Business Webinar Series (During COVID-19) Total</b>		474	7,495
<b>Sum Total</b>		812	12,565

Business In Action provides a place for business leaders to network with one another while learning about how to grow their business with topics and updates from professionals and City leaders.

<b>BUSINESS IN ACTION (PRE AND DURING COVID-19)</b>			
<b>Date</b>	<b>Topic</b>	<b>Attendee Amount</b>	<b>Estimated Impact (based on bus. size)</b>
7/10/19	The "Do's and Don'ts of Small Business Loans"	46	460
7/17/19	Connection Session	39	390
7/24/19	building Relationships and an Effective Business Brand	46	460
7/31/19	Public Safety Engagement Team	50	500
8/7/19	Update on MSRPAC	42	420
8/14/19	Simple Steps to Making Yourself CyberSecure	37	370
8/21/19	MFAM's Role in Telling the Story of March Field	32	320
8/28/19	Tips for Effective Networking	26	260
9/4/19	Long Nights of Arts and Innovation	40	400
9/11/19	About the Unforgettable	40	400
9/18/19	Staying Human in Business: How Personalized Marketing Increases	36	360
9/25/19	Job Stress Management and Mindfulness	32	320
10/2/19	Think Like an Owner	37	370
10/9/19	Convention Center Plans and Updates	34	340
10/16/19	Connection Session	22	220
10/23/19	Getting Ready for Your Transition	30	300
10/30/19	Live Hack Show - How Hackers Get Past your Security to Infect	37	370
11/6/19	The Art and Science of Start Up Marketing Success	34	340
11/13/19	Forecasting Your Fortune: Knowing How to Handle Company Growth	28	280
11/20/19	Better Together: Update on RCC	33	330
12/4/19	How to Survive the Holiday	21	210
12/11/19	Make a Wish	28	280
1/8/20	Basic CPR for Business	33	330
1/15/20	Connection Session	31	310
1/22/20	Top Differentiating Characteristics of the Successful	36	360
2/5/20	Direct Mail is NOT Dead	43	430
2/12/20	Program Update - Riverside Meals on Wheels	34	340
2/19/20	Finding Profitable Audiences on Facebook	40	400

2/26/20	Guerrilla Marketing Tactics	32	320
3/4/20	What I Learned from Epic Fails in Marketing	28	280
3/11/20	Keeping Families Close	26	260
<b>During COVID-19</b>			
4/22/20	Connection Session	30	300
5/6/20	Returning to Work - Are You and Your Employers Ready?	45	450
5/20/20	Insights on COVID-19	36	360
6/3/20	Marketing Strategy During and After COVID-19	34	340
6/17/20	How to Thrive and Not Just Survive in a Downturn Economy	47	470
7/1/20	Business Insurance 101	25	250
7/15/20	Connection Session	25	250
7/29/20	What's Happening Now at UCR	23	230
8/12/20	Building a Brand with Character	32	320
<b>Pre-COVID-19 Total</b>		1,073	10,730
<b>During COVID-19 Total</b>		297	2,970
<b>Sum Total</b>		1,370	13,700

- B. Engage the Chamber's Business council board members and the Chamber's partnership with SCORE counselors to offer mentor guidance opportunities for entrepreneurs and new business owners

<b>SCORE BUSINESS COUNSELOR APPOINTMENTS (July 2019 – June 2020)</b>		<b>SCORE BUSINESS COUNSELOR PROMOTION (Greater Riverside Business Newspaper Issues)</b>	
Appointments Created/Clients Served	152	July 2019	Page 2 Graphic
		September 2019	Page 7 Graphic
		October 2019	Page 5 Graphic
		March 2020	Page 8 Graphic

- C. Connect entrepreneurs and new business owners with local business incubators (i.e. ExCITE) and support start-up programs (i.e. EPIC program). Additionally, provide these entrepreneurs and small businesses with more resources and opportunities through local small business development centers.

<b>ENTREPRENEURS/INCUBATORS MEETINGS AND EFFORTS</b>		
<b>Date</b>	<b>Business/Organization</b>	<b>Topic(s)</b>
7/12/19	UCR MRB Life Science Incubator	Assisted in UCR selecting and facilitating space for nearly 20 green/clean tech entrepreneurs
December 2019 to Present	Kaiser Permanente Medical Center	Supporting the Inner City Capital Connection: tuition-free program to help small businesses in under-resourced communities survive the economic impact of COVID-19.
2/13/20	County of Riverside	Advancing ExCITE business incubator

4. **Increased awareness of local programs and resources that support business:** The Chamber will provide multiple avenues and platforms to share local resources, economic development updates, and other information in a comprehensive and cohesive manner so that individuals looking to invest in, start, retain, or expand a business in Riverside can easily and quickly find beneficial information. This task will be accomplished through the following deliverables:

**Deliverables:**

- A. Provide opportunities within Chamber programs like the Area Business Council INSIDE meetings and Economic Development Council meetings for the City to promote and share information relevant to business interests, updates on new developments, and opportunities for local business leaders to engage on City initiatives.

<b>CHAMBER MEETING AND PROGRAM OPPORTUNITIES</b>		
<b>Date</b>	<b>Chamber Meeting</b>	<b>Topic/Speaker</b>
7/11/19	Good Morning Riverside	Riverside Public Utilities Update, General Manager Todd Corbin
07/12/19	Governmental Affairs Council	Supportive Housing Projects, Moises Lopez
08/9/19	Governmental Affairs Council	Public Safety Power Shutoffs, Todd Corbin
August - October 2019 (EDC 8/27/19)	Economic Development Council and Area Business Councils	Convened representatives from Riverside Police Department and City Planning with business to address Municipal Code Changes re: entertainment, loud and unruly gatherings, and street performers
9/12/19	Good Morning Riverside	Riverside Police Department Update, Chief Sergio Diaz
10/10/19	Good Morning Riverside	Long Night of Arts & Innovation, Dr. Cheryl-Marie Hansberger
10/24/19	Greater Board of Directors	Public Safety and Engagement Team, Interim Chief Larry Gonzalez and Moises Lopez
11/14/19	Good Morning Riverside	Riverside Fire Marshal, Jennifer McDowell; 27th Annual Festival of Lights Switch On Ceremony; Keynote speaker: Economic Development Update, Assistant City Manager Rafael Guzman,
12/12/19	Good Morning Riverside	Introduction of the City of Riverside Office of Homeless Solutions Officer, Riverside City Manager Al Zelinka; Youth Innovation Center, City of Riverside Parks, Recreation, and Community Services, Director Adolfo Cruz
12/13/19	Governmental Affairs Council	City Legislative Advocacy Priorities, Donna Finch
2/13/20	Good Morning Riverside	Introduction of NEW Police Chief, Riverside City Manager, Al Zelinka
2/14/20	Governmental Affairs Council	City Legislative Advocacy Priorities, Rafael Guzman
2/27/20	Greater Board of Directors	Riverside Police Department Update, Chief Larry Gonzalez
4/10/20	Governmental Affairs Council	City's COVID-19 Response Efforts, Moises Lopez
5/14/20	Good Morning Riverside	City of Riverside COVID-19 Response Update, Mayor Rusty Bailey
5/28/20	Greater Board of Directors	City Budget Discussion, Al Zelinka and Edward Enriquez
6/11/20	Good Morning Riverside	Riverside Police Department Update, Chief Larry Gonzalez
August 2019 to Present	Economic Development Council and Area Business Councils	Ongoing engagement with City to provide input into the development of the Innovation District
March 2020 to Present	Economic Development Council, Area Business Councils Boards, and INSIDE Programs	Convened representatives from the County, City, and Inland Empire Small Business Development Center to provide updates and resources available for small businesses during the COVID-19 pandemic
Ongoing	Economic Development Council and Hunter Park Business Council	Ongoing engagement since 2015 with City and Rick Engineering regarding the development of the draft specific plan



- B. Host links on Chamber's website that will connect to City online resources and departments relevant to business needs.

LINKS FROM CHAMBER WEBSITE TO CITY RESOURCES	
Regional Information and Riverside's Distinctions and Awards	<a href="http://riverside-chamber.com/regional.cfm">http://riverside-chamber.com/regional.cfm</a>
Start a Business	<a href="http://riverside-chamber.com/StartBusiness.cfm">http://riverside-chamber.com/StartBusiness.cfm</a>
Business Resources	<a href="http://riverside-chamber.com/BusResources.cfm">http://riverside-chamber.com/BusResources.cfm</a>
Why Do Business in Riverside?	<a href="http://riverside-chamber.com/WhyRiverside.cfm">http://riverside-chamber.com/WhyRiverside.cfm</a>
Regional Intelligence Report	<a href="http://riverside-chamber.com/RegionalIntel.cfm">http://riverside-chamber.com/RegionalIntel.cfm</a>
Direct Links from Chamber Website Navigation Bar to City Online Resources	
City of Riverside	<a href="https://www.riversideca.gov/">https://www.riversideca.gov/</a>
City of Riverside Office of Economic Development	<a href="https://riversideca.gov/cedd/economic-development">https://riversideca.gov/cedd/economic-development</a>

- C. Showcase the City's economic development and community development action plans and strategies on its website and social media platforms.

CITY COMMUNITY ENGAGEMENT FEATURED ON CHAMBER SOCIAL MEDIA (Not already connected to other e-platforms in this report)		
Date	Platform	Speaker/Topic
7/31/19	Facebook and Twitter	BIA Moises Lopez Speaker Recap
10/3/19	Facebook and Twitter	Riverside College and Career Fair Fire Dept Participation
10/25/19	Facebook and Twitter	Good Morning Riverside Keynote Rafael Guzman
3/21/20	Facebook and Twitter	Essential Business list post reshare from City
3/25/20	Facebook and Twitter	Promoted City COVID page
3/27/20	Facebook and Twitter	Shared Mayor Bailey Healthcare Hero thank you video

- D. Highlight key City and Chamber partnerships in the Chamber Newsletter.

CITY AND CHAMBER PARTNERSHIPS IN CHAMBER E-PUBLICATIONS				
Date	Publication	Topic	Link	Posted on Social Media?
07/15/19	Chamber Communicator	Public Engagement on City Budget	<a href="https://conta.cc/32vjS3m">https://conta.cc/32vjS3m</a>	Yes
07/29/19	Chamber Communicator	Computronix Soft Launch	<a href="https://conta.cc/2SQKOWR">https://conta.cc/2SQKOWR</a>	Yes
09/23/19	Chamber Communicator	City Discussion on Opportunity Zone	<a href="https://conta.cc/2kE4VLn">https://conta.cc/2kE4VLn</a>	Yes
11/04/19	Chamber Communicator	City Development Update at Good Morning Riverside	<a href="https://conta.cc/34zfQXV">https://conta.cc/34zfQXV</a>	Yes
11/18/19	Chamber Communicator	Highlighted \$375 Million Construction Valuation in City	<a href="https://conta.cc/2pujaVv">https://conta.cc/2pujaVv</a>	Yes
11/25/19	Chamber Communicator	Economic Development Action Plan "Poised for Prosperity" Roadmap	<a href="https://conta.cc/2XMAT7f">https://conta.cc/2XMAT7f</a>	Yes
12/9/19	Chamber Communicator	Selection of Hafsa Kaka as Director of Homeless Solutions	<a href="https://conta.cc/2RAvMWM">https://conta.cc/2RAvMWM</a>	Yes
01/02/20	Chamber Communicator	City PSET Team and CARB Partnership in Quarterly Update	<a href="https://conta.cc/2tqJOA8">https://conta.cc/2tqJOA8</a>	Yes
01/27/20	Chamber Communicator	Small Business Support Series	<a href="https://conta.cc/2RA6ckx">https://conta.cc/2RA6ckx</a>	Yes
02/10/20	Chamber Communicator	Celebrated Selection of Larry Gonzalez as New Police Chief	<a href="https://conta.cc/2w1wOIP">https://conta.cc/2w1wOIP</a>	Yes

03/02/20	Chamber Communicator	Regional Housing Needs Assessment (RHNA) Update	<a href="https://conta.cc/2wpu55S">https://conta.cc/2wpu55S</a>	Yes
03/09/20	Chamber Communicator	City's Editable Toolkit and COVID-19 Webpage	<a href="https://conta.cc/2VZHvk4">https://conta.cc/2VZHvk4</a>	Yes
03/13/20	Chamber Alert	Links to City's COVID-19 Toolkit and sign up for Riverside Alert Notifications	<a href="https://conta.cc/2W7Hv1r">https://conta.cc/2W7Hv1r</a>	No
03/16/20	Chamber Communicator	RTRP Approval by CPUC	<a href="https://conta.cc/2x3Ey7m">https://conta.cc/2x3Ey7m</a>	Yes
03/18/20	Chamber Alert	City order on temporary closure of bars and breweries	<a href="https://conta.cc/2Qscm4X">https://conta.cc/2Qscm4X</a>	No
03/20/20	Chamber Communicator	Link to City's COVID-19 Webpage and Riverside Alert	<a href="https://conta.cc/2U8s4oa">https://conta.cc/2U8s4oa</a>	Yes
03/20/20	Chamber Alert	Shared Riverside Alert	<a href="https://conta.cc/33g6cKw">https://conta.cc/33g6cKw</a>	No
03/23/20	Chamber Communicator	City Webpage with Map of Open Businesses	<a href="https://conta.cc/2Ue6sa0">https://conta.cc/2Ue6sa0</a>	Yes
04/02/20	Chamber Impact	City Council Bans Commercial, Residential Evictions	<a href="https://conta.cc/2XWmCX5">https://conta.cc/2XWmCX5</a>	Yes
04/03/20	Chamber Impact	Shop Riverside & Resource Guide - City COVID page	<a href="https://conta.cc/3kKfhDJ">https://conta.cc/3kKfhDJ</a>	Yes
04/06/20	Chamber Communicator	City One Stop Shop Open During COVID-19	<a href="https://conta.cc/2xVuptQ">https://conta.cc/2xVuptQ</a>	Yes
04/07/20	Chamber Impact	Resource Guide - City COVID page	<a href="https://conta.cc/2Y08IJ1">https://conta.cc/2Y08IJ1</a>	Yes
04/08/20	Chamber Impact	Shop Riverside & Resource Guide - City COVID page	<a href="https://conta.cc/3g1iriK">https://conta.cc/3g1iriK</a>	Yes
04/09/20	Chamber Impact	Tunnel of Hope and Resource Guide - City COVID page	<a href="https://conta.cc/3gYJtJ0">https://conta.cc/3gYJtJ0</a>	Yes
04/13/20	Chamber Impact	Resource Guide article	<a href="https://conta.cc/3a7WSKx">https://conta.cc/3a7WSKx</a>	Yes
04/14/20	Chamber Impact	Shop Riverside	<a href="https://conta.cc/33YSvBZ">https://conta.cc/33YSvBZ</a>	Yes
04/16/20	Chamber Impact	City Council Suspends Business Tax and Fees	<a href="https://conta.cc/347fpHk">https://conta.cc/347fpHk</a>	No
04/21/20	Chamber Impact	Resource Guide	<a href="https://conta.cc/3g5Dcdr">https://conta.cc/3g5Dcdr</a>	No
04/22/20	Chamber Impact	Resource Guide	<a href="https://conta.cc/3aqTQCQ">https://conta.cc/3aqTQCQ</a>	No
04/23/20	Chamber Impact	Shop Riverside	<a href="https://conta.cc/3fZXV25">https://conta.cc/3fZXV25</a>	No
04/28/20	Chamber Impact	Resource Guide	<a href="https://conta.cc/3kSypQb">https://conta.cc/3kSypQb</a>	No
04/29/20	Chamber Impact	Taskforce and Resource Guide	<a href="https://conta.cc/2XYryuj">https://conta.cc/2XYryuj</a>	No
04/30/20	Chamber Impact	Shop Riverside & Resource Guide - City COVID page	<a href="https://conta.cc/2DUhQIV">https://conta.cc/2DUhQIV</a>	No
05/04/20	Chamber Communicator	Collaborative Press Conference on Re-Opening Economy	<a href="https://conta.cc/3aZ6gAt">https://conta.cc/3aZ6gAt</a>	Yes
05/06/20	Chamber Impact	Microenterprise Grant Program	<a href="https://conta.cc/2E72eex">https://conta.cc/2E72eex</a>	No
05/07/20	Chamber Impact	Shop Riverside & Resource Guide - City COVID page	<a href="https://conta.cc/3ax8vMT">https://conta.cc/3ax8vMT</a>	Yes
05/11/20	Chamber Communicator	City Microenterprise Grant Program	<a href="https://conta.cc/2Z0Kn1g">https://conta.cc/2Z0Kn1g</a>	Yes
05/12/20	Chamber Impact	Resource guide	<a href="https://conta.cc/33YSVs2">https://conta.cc/33YSVs2</a>	Yes
05/14/20	Chamber Impact	Emergency Recovery Assistance Program (ERAP)	<a href="https://conta.cc/2DUiRKL">https://conta.cc/2DUiRKL</a>	No
05/15/20	Chamber E-Blast	3 Ways to Support local Businesses (Shop Riverside)	<a href="https://conta.cc/3gSNfnb">https://conta.cc/3gSNfnb</a>	Yes
05/18/20	Chamber Communicator	In-Person Public Comment Option at City Council Meetings	<a href="https://conta.cc/2Z0Kn1g">https://conta.cc/2Z0Kn1g</a>	Yes
05/19/20	Chamber Impact	Shop Riverside & Resource Guide - City COVID page	<a href="https://conta.cc/341PGjS">https://conta.cc/341PGjS</a>	Yes
05/21/20	Chamber Impact	Resource Guide	<a href="https://conta.cc/33YVDOF">https://conta.cc/33YVDOF</a>	Yes
05/22/20	Chamber E-Blast	Mayor Bailey COVID Testing Video	<a href="https://conta.cc/2TvKjTK">https://conta.cc/2TvKjTK</a>	No

05/27/20	Chamber Impact	Shop Riverside & Resource Guide - City COVID page	<a href="https://conta.cc/2DZN3E6">https://conta.cc/2DZN3E6</a>	No
05/28/20	Chamber Impact	Outdoor Flex Space	<a href="https://conta.cc/2CwaDYM">https://conta.cc/2CwaDYM</a>	Yes
06/02/20	Chamber Communicator	City Microenterprise Grant Program	<a href="https://conta.cc/2U2mS4G">https://conta.cc/2U2mS4G</a>	Yes
06/03/20	Chamber Alert	Outdoor Flex Space	<a href="https://conta.cc/2U9bBj4">https://conta.cc/2U9bBj4</a>	No
06/03/20	Chamber Impact	Outdoor Flex Space	<a href="https://conta.cc/3agrxV3">https://conta.cc/3agrxV3</a>	No
06/04/20	Chamber Impact	Outdoor Flex Space	<a href="https://conta.cc/3kJLawf">https://conta.cc/3kJLawf</a>	No
06/08/20	Chamber Communicator	City Outdoor Dining Flex Space Program	<a href="https://conta.cc/2XK6wzX">https://conta.cc/2XK6wzX</a>	Yes
06/09/20	Chamber Impact	One Stop Shop	<a href="https://conta.cc/3iK4YqW">https://conta.cc/3iK4YqW</a>	Yes
06/11/20	Chamber Impact	Microenterprise Grant Program	<a href="https://conta.cc/2Y49Ghl">https://conta.cc/2Y49Ghl</a>	No
06/16/20	Chamber Impact	Outdoor Flex Space	<a href="https://conta.cc/3aoeWlq">https://conta.cc/3aoeWlq</a>	No
06/18/20	Chamber Impact	Business Portal & Back to Business	<a href="https://conta.cc/3h1ddEY">https://conta.cc/3h1ddEY</a>	No
06/23/20	Chamber Impact	Business Portal	<a href="https://conta.cc/3fXU7yn">https://conta.cc/3fXU7yn</a>	No
06/30/20	Chamber Impact	Business Portal	<a href="https://conta.cc/3axGdSA">https://conta.cc/3axGdSA</a>	No

### CITY AND CHAMBER PARTNERSHIPS IN CHAMBER NEWSPAPER

- 3,000 hard copies sent each month to local business leaders
- Electronic issues emailed to 3,000 business contacts each month
- Periodic issues shared on social media (estimated reach – 6,000)

Month	Topic/Issue
July 2019	<ul style="list-style-type: none"> <li>▪ Approval of the EXCHANGE Project featuring new housing units and retail space</li> </ul>
August 2019	<ul style="list-style-type: none"> <li>▪ Engagement with City leaders on the budget</li> <li>▪ Computronix soft launch</li> </ul>
September 2019	<ul style="list-style-type: none"> <li>▪ RTRP approval by the CPUC</li> <li>▪ Work with RPU regarding Public Safety Public Shutoffs</li> </ul>
October 2019	<ul style="list-style-type: none"> <li>▪ Engagement with the City regarding proposed municipal code changes</li> </ul>
November 2019	<ul style="list-style-type: none"> <li>▪ Approval of municipal code changes to improve quality of life</li> <li>▪ Festival of Lights collaboration</li> <li>▪ City ranked as top in the nation for providing good experience for the public</li> </ul>
December 2019	<ul style="list-style-type: none"> <li>▪ Construction valuation reaching \$375 million</li> <li>▪ Economic Development Action Plan</li> <li>▪ Festival of Lights collaboration</li> </ul>
January 2020	<ul style="list-style-type: none"> <li>▪ New Youth Innovation Center</li> </ul>
February 2020	<ul style="list-style-type: none"> <li>▪ Small Business Support Series</li> </ul>
March 2020	<ul style="list-style-type: none"> <li>▪ Partnership with City to facilitate CARB tours</li> <li>▪ Selection of Larry Gonzalez as next Police Chief</li> </ul>
April 2020	<ul style="list-style-type: none"> <li>▪ Approval of RTRP by CPUC after collaborative efforts from Chamber and City</li> <li>▪ Graphic directing viewers to City's COVID-19 webpage for latest news and resources</li> </ul>
May 2020	<ul style="list-style-type: none"> <li>▪ One Stop Shop going online</li> </ul>
June 2020	<ul style="list-style-type: none"> <li>▪ City Microenterprise Grant program</li> <li>▪ Graphic directing viewers to City's COVID-19 webpage for latest news and resources</li> <li>▪ RPU Emergency Recovery Assistance Program (ERAP) \$250 credit</li> </ul>

5. **State of the City:** The Chamber will assist in the facilitations of a “State of the City” consistent with section 405 of the Riverside City Charter, to allow the Mayor of Riverside to present the Mayor’s programs, objectives and priorities.

**Deliverables:**

- A. Work with the management company of the Riverside Convention Center to coordinate the event including, but not limited to, booking the facility, planning the food, and coordinating all facility arrangements for the event.

MAYOR’S STATE OF THE CITY ADDRESS		
Program Year	Registered Attendees	Students from Local Universities
2020	937	100+
2019	915	100+
2018	992	100+

- B. Promote the event through Chamber media platforms (i.e. website, newsletter, social media, etc.).

CHAMBER PROMOTION OF MAYOR’S STATE OF THE CITY ADDRESS				
Date	E-Publication/Program	Topic	Link	Posted on Social Media?
11/19/19	Chamber E-Blast	Event Promotion	<a href="https://conta.cc/2Qy8bph">https://conta.cc/2Qy8bph</a>	
December 2019	Greater Riverside Business	Event Promotion		
12/11/19	Chamber E-Blast	Event Promotion	<a href="https://conta.cc/345MEqZ">https://conta.cc/345MEqZ</a>	
1/8/20	Chamber E-Blast	Event Promotion	<a href="https://conta.cc/2T1sTyY">https://conta.cc/2T1sTyY</a>	
1/9/20	Good Morning Riverside	Event Promotion		
1/13/20	Chamber Communicator	Event Promotion	<a href="https://conta.cc/2smmnYN">https://conta.cc/2smmnYN</a>	Yes
1/21/20	Chamber E-Blast	Event Reminder	<a href="https://conta.cc/36cnMiw">https://conta.cc/36cnMiw</a>	
February 2020	Greater Riverside Business	Event Recap		
2/3/20	Chamber Communicator	Event Recap	<a href="https://conta.cc/31xJ89r">https://conta.cc/31xJ89r</a>	Yes

6. **The Mission Inn Hotel & Spa Festival of Lights:** The Chamber will coordinate multi-partner meetings for The Mission Inn Hotel & Spa Festival of Lights Switch-On Ceremony to facilitate communications.

**Deliverables:**

- A. Organize a minimum of 5 meetings with City staff and other partners for The Mission Inn Hotel & Spa Festival of Lights event planning.

2019 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY PLANNING MEETING AND STATISTICS		
Festival of Lights Switch-On Planning Meetings (including full committee meetings and separate planning meetings with City and additional partners)	12	1/28/19, 3/7/19, 5/15/19, 5/29/19, 6/19/19, 7/17/19, 8/21/19, 9/18/19, 10/16/19, 11/13/19, 11/20/19, 12/11/19
Estimated Attendance (Switch-On Ceremony)	75,000	
Estimated Attendance (Entire Month)	250,000	

<b>CHAMBER STAFF PARTICIPATION AT 2019 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY</b> (Day-Of Coordination with City Staff re: logistics and event set up, not including planning meetings and time commitment leading up to event)		
<b>Chamber Staff Member</b>	<b>Schedule</b>	<b>Hours Worked</b>
Nicholas Adcock	6:00 AM - 12:00 AM	18
Cindy Roth	7:00 AM - 12:00 AM	17
Aly Herrera	7:00 AM - 12:00 AM	17
KRCB (3)	9:00 AM - 12:00 AM	45
Chamber Staff (6)	12:00 PM - 12:00 AM	72
<b>Total</b>		<b>169</b>

- B. Plan, prepare and execute litter cleanup for The Mission Inn & Spa Festival of Lights Switch-On Ceremony, which occurs on the day after Thanksgiving.

On November 29<sup>th</sup>, 2019 Keep Riverside Clean & Beautiful (KRCB) mobilized volunteers for the Switch-On Ceremony of the Festival of Lights. The community participates in beautification efforts by removing litter and debris from the festival footprint from 4:00 to 12:00 PM, as well as walking the festival footprint to distribute event programs to the public.

At the end of evening, when the vendors have closed, KRCB staff and Teen Challenge volunteers mobilize one final time to collect over 100 trash bins that were placed throughout the four block festival footprint the morning of the event. These bins contain the waste from the event and are stored safely on City property at the close of the evening for the designated trash haulers collection early the next day. This procedure ensures the beautification and cleanliness for thousands of festival goers for the next night.

- C. Recruit organize and manage volunteers (usually over 250) to assist with litter cleanup, trash collection and volunteer assignments (e.g. information booths, stage and runners) for The Mission Inn Hotel & Spa Festival of Lights Switch-On Ceremony.

<b>VOLUNTEER PARTICIPATION FOR LITTER CLEAN-UP</b> <b>AT 2019 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY</b> (Volunteers mobilized and organized by Keep Riverside Clean & Beautiful)	
Number of Volunteers	204
Number of Volunteer Hours	1,224
Total Value Per Hour of Volunteers (Points of Lights Institute, National Average @ 25.43 per hour, 2019)	\$31,126.32
Litter Collected	Approximately 2,000 lbs.

<b>VOLUNTEER PARTICIPATION FOR EVENT MANAGEMENT</b> <b>AT 2019 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY</b> (Volunteers recruited and organized by Keep Riverside Clean & Beautiful)	
Number of Volunteers	30
Number of Volunteer Hours	120
Total Value Per Hour of Volunteers (Points of Lights Institute, National Average @ 25.43 per hour, 2019)	\$3,051.16
Number of Programs Distributed	Approximately 7,000