



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: NOVEMBER 9, 2021

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARDS: ALL
DEPARTMENT

**SUBJECT: ONE-TIME REALLOCATION OF A PORTION OF THE CITY OF RIVERSIDE'S
CURRENT PROFESSIONAL CONSULTANT SERVICES AGREEMENT WITH
THE GREATER RIVERSIDE CHAMBERS OF COMMERCE FOR SPONSORSHIP
OF THE CALIFORNIA AIR RESOURCES BOARD GRAND OPENING ON
NOVEMBER 18, 2021, IN THE AMOUNT OF \$5,000**

ISSUE:

Approve the one-time reallocation of a portion of the City of Riverside's current professional consultant services agreement with the Greater Riverside Chambers of Commerce for sponsorship of the California Air Resources Board Grand Opening on November 18, 2021, in the amount of \$5,000.

RECOMMENDATION:

That the City Council approve the one-time reallocation of a portion of the City of Riverside's amended professional consultant services agreement with the Greater Riverside Chambers of Commerce for sponsorship of the California Air Resources Board Grand Opening on November 18, 2021, in the amount of \$5,000.

BACKGROUND:

On November 22, 2019, the City entered into a professional consultant services agreement (Agreement) with the Greater Riverside Chambers of Commerce (Chamber) in the amount of \$95,500, with an expiration date of June 30, 2020, to provide for, among other things, a scope for sponsorship services. The intent of the Agreement was to enhance economic prosperity through support for local business retention and expansion, the attraction of businesses from desired industries, development of local entrepreneurship, and increased awareness of local business programs and resources. The Agreement continues through June 30, 2022. One additional two-year term extending the agreement through June 30, 2024, remains available.

DISCUSSION:

The scope of services for the Agreement contains a specific schedule of sponsorships aligned with mutually agreed upon goals for promoting economic prosperity. These are special events the Chamber coordinates each year to expand opportunities through partnership, including the

Festival of Lights, the annual College and Career Fair, the Mayor's State of the City event, and a variety of business mixers, among others. Due to the COVID-19 Pandemic and ongoing recovery, some of these events were curtailed or canceled in 2020 and 2021, resulting in lost economic support opportunities. Both parties concur to repurpose a portion of the unspent funds for a unique CARB sponsorship opportunity which is consistent with the spirit and intent of the Agreement.

For several years the City of Riverside has worked in close partnership with the Greater Riverside Chambers of Commerce, the County of Riverside, and the University of California, Riverside, to bring the new California Air Resources Board (CARB) facility to the City. CARB's Southern California Headquarters—the Mary D. Nichols Campus— received its certificate of occupancy and has planned a series of celebratory events hosted by the Chamber. City staff recognizes the Chamber's Grand Opening Elite Sponsorship (Attachment 1) as a way to celebrate successes and promote economic opportunities as intended by the Agreement's scope of services. The Chamber has submitted a request letter in support of this sponsorship (Attachment 2).

The Elite Sponsorship brings recognition to the City's successful efforts to attract the CARB facility and showcase its potential to be a catalyst for clean and green technology industry development for years to come. For these reasons, City staff recommends reallocating \$5,000 from the existing scope of services for fiscal year 2021-2022 in the Agreement with the Greater Riverside Chambers of Commerce to purchase the California Air Resources Board Grand Opening Elite Sponsorship.

STRATEGIC PLAN ALIGNMENT:

This item contributes to the Envision Riverside 2025 City Council **Strategic Priority 3 – Economic Opportunity**, particularly **Goal 3.1:** Facilitate partnerships and programs to develop, attract and retain innovative business sectors and **Goal 3.3:** Cultivate a business climate that welcomes innovation, entrepreneurship, and investment.

Furthermore, this project aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** – Reallocating funds to the Chamber's sponsorship opportunity for the CARB Grand Opening demonstrates that Riverside is transparent and makes decisions based on sound policy and partnerships that result in the greater public good.
2. **Equity** – Reallocating funds to the Chamber's sponsorship opportunity for the CARB Grand opening demonstrates that Riverside is equitable and fair in the distribution of support and services, which ensures that every member of the community has equal access to share the benefits of community progress.
3. **Fiscal Responsibility** – Reallocating funds to the Chamber's sponsorship opportunity for the CARB Grand Opening demonstrates that Riverside is a prudent steward of public funds and ensures responsible management of the City's financial agreements.
4. **Innovation** – Reallocation of funds to the Chamber's sponsorship opportunity for the CARB Grand Opening demonstrates that Riverside is meeting the community's changing needs and prepares for the future through collaborative partnerships and adaptive processes.
5. **Sustainability & Resiliency** – Reallocating funds to the Chamber's sponsorship opportunity for the CARB Grand Opening demonstrates that Riverside is committed to meeting the needs of the present without compromising the needs of the future and ensuring the City's capacity to persevere, adapt and grow during good and difficult times alike.

FISCAL IMPACT:

The fiscal impact of this action is \$5,000. Funds are budgeted and available in the General Fund, Economic Development, Sponsorships account number 2815001-450302.

Prepared by: David Welch, Community & Economic Development Director

Certified as to

availability of funds: Edward Enriquez, Chief Financial Officer/Treasurer

Approved by: Rafael Guzman, Assistant City Manager

Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

1. California Air Resources Board Grand Opening Elite Sponsorship Benefits
2. Support Letter from the Greater Riverside Chambers of Commerce