

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

Public Utilities Department

Board of Public Utilities
June 10, 2024

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BACKGROUND

Greater Chamber of Commerce (GRCC) History

1. Began in 1900 and served community for over 100 years
2. Helped bring rail line to Riverside
3. Helped write the City Charter adopted in 1907
4. Contracts between City and GRCC date back 50 years
5. In 1934, GRCC was successful in attracting 30 conventions
6. 1,500 member firms and collectively represent 112,000 employees
7. 2001 RPU entered into a partnership with GRCC



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BACKGROUND CONT.

GRCC Participation

1. RPU GRCC sponsored events included:
 1. Business Expo
 2. Mega Mixer
 3. KRCB Recognition Luncheon
 4. Good Morning Riverside Sponsor
 5. Legislative Summit
 6. Mayor's State of the City
 7. Inaugural Ball
 8. Athena Luncheon
 9. Leadership Riverside Luncheon
2. RPU opted to attend certain GRCC events, many at a sponsorship level higher than the amount paid.



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BACKGROUND CONT.

Why Does RPU Participate in the GRCC?

1. To encourage load growth and maintain current load, RPU works with the GRCC to attract and retain businesses
2. Additional revenue generated by expanded load (new customers) reduces the costs to existing customers, fixed costs, as Distribution and Transmission Costs and Generation Costs are allocated over a larger group of customers



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BACKGROUND CONT.

The GRCC was instrumental in the following collaborations

1. State of California establish a Citrus Experiment Station at base of Mt. Rubidoux and then a larger station near Box Springs Mountain
2. Establishment of March Field as an aviation training facility in 1918 by the Federal Government now known as March Air Reserve Base
3. Helped establish Riverside National Cemetery in 1976
4. Worked to bring Sherman Institute and the School for the Deaf to Riverside
5. Helped establish University of California, Riverside Liberal Arts College
6. Campaigned for park bonds in support of 8th Street underpass
7. Helped plan Riverside's first freeway in the 1940's



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BACKGROUND CONT.

8. The GRCC has helped recruit several businesses, such as, Rohr Aircraft, Bourns, Inc., Flexsteel, Ralph's/Food 4 Less, Amtrak Call Center, Nordstrom, Wal-Mart, Hunter Engineering, Wall Street Journal and CARB.
9. Assisted with reopening of Mission Inn Hotel and Spa
10. Assisted with Creation of Justice Center and the Cal Tower Project
11. Established Keep Riverside Clean and Beautiful



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DISCUSSION

1. Successful economic development improved character of Riverside's business community
2. Formalized agreement with detailed scope of services as appropriate
 1. Consolidate Citywide Services
 2. \$69,245 for Fiscal Years 2024-2026
 3. Includes Services already budgeted
 4. No new services



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DISCUSSION CONT.

Scope of Service includes, but not limited to 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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DISCUSSION CONT.-BOARD ACTIONS

1. On October 28, 2019, the Board of Public Utilities, approved an expenditure in an amount not to exceed \$68,000 for Fiscal Year 2019/20 to the GRCC and conceptually approved the scope of services for sponsorships and services specifically provided to the Public Utilities Department.
2. On September 13, 2021, the Board of Public Utilities, ratified an expenditure in an amount not to exceed \$39,520 for fiscal year 2020/21 and approved an expenditure in an amount not to exceed \$68,000 for fiscal year 2021/22.
3. On May 13, 2024, the Board of Public Utilities discussed this item, requested additional information, and continued the matter to their June 10, 2024, meeting.



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DISCUSSION CONT.-ADDITIONAL INFO

1. Metrics (2022-2023)
 1. 2,120 Business Outreach Visits/Contacts ~\$24 per visit
 2. 48 Ground openings, ribbons cuttings, and groundbreaking celebrations
2. Sponsorship Attendance
 1. Ten events with over 43 RPU Board and staff members in attendance
3. Accounting of Funds Spent
 1. Over the past five-years funds spent ranged from 48% to 99% of contract amount




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SCHEDULE OF SPONSORSHIPS

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


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SPONSORSHIP COLLATERAL

The Mission Inn Hotel & Spa Presents
26TH ANNUAL
Festival of Lights
Riverside, CA

**Friday, November 23, 2018 -
Sunday, January 6, 2019**

Switch-On Ceremony:
Friday, November 23, 2018 • 4:30 PM
Mission Inn Ave. and Orange St.
Fireworks, Lighting Ceremony and More!

RiversideFestivalofLights.com
For hotel information, visit FestivalofLightsCA.com



The Mission Inn Hotel & Spa
presents the
30th
Festival of Lights
Riverside, CA

SWITCH-ON CEREMONY
FRIDAY, NOVEMBER 25, 2022
4:30 P.M.
MISSION INN AVE. AND ORANGE ST.

RUNS FROM
FRIDAY,
NOVEMBER 25, 2022
TO
SATURDAY,
DECEMBER 31, 2022

RiversideFestivalofLights.com

LIGHTS WILL REMAIN ON UNTIL FRIDAY, JANUARY 6, 2023



The Mission Inn Hotel & Spa
Festival of Lights
Riverside, CA

SWITCH-ON CEREMONY
SATURDAY, NOVEMBER 18, 2023
4:50 P.M.
MISSION INN AVE. AND ORANGE ST.

RUNS FROM
SATURDAY,
NOVEMBER 18, 2023
TO
SUNDAY,
DECEMBER 31, 2023

RiversideFestivalofLights.com

LIGHTS STAY ON UNTIL SUNDAY, JANUARY 7, 2024




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SPONSORSHIP COLLATERAL

WE ARE GRATEFUL TO OUR SPONSORS FOR THEIR GENEROUS UNDERWRITING

PLATINUM SPONSOR



GOLD SPONSORS

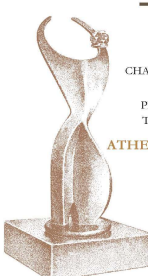
- Best Best & Krieger
- California Baptist University
- Citrus Heritage Escrow
- Conscious Inclusion Company
- La Sierra University
- Lee Grandchildren
- Riverside County Office of Economic Development
- Riverside Unified School District
- University of California, Riverside
- Walte's Automotive Group
- Dr. Kathy Wright

SILVER SPONSORS

- Fifth Third Bank
- S. Sue Johnson
- Maudsloni Riverside
- Riverside Community College District
- Riverside Public Utilities


BRONZE SPONSORS

- Farm House Collective
- Fair Housing Council of Riverside County
- Laura Wilson Consulting
- Kathy Michalak
- Candace Spiel



Athena
OF RIVERSIDE
AND THE
GREATER RIVERSIDE
CHAMBERS OF COMMERCE

PROUDLY PRESENT THE
THIRTY-NINTH ANNUAL
ATHENA OF RIVERSIDE
AWARD PRESENTATION
MAY 23, 2024



COLLETTE LEE
2024 ATHENA AWARD RECIPIENT



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SPONSORSHIP COLLATERAL



BRANDON BURNETT
Water Utility Apprentice
Asesor de Servicio al Agua

VERONICA JARAMILLO
311 Customer Representative
311 Representante del Ciudadano

THANK YOU TO THE RPU TEAM FOR ALL THAT YOU DO!
¡GRACIAS AL EQUIPO DE RPU POR TODO LO QUE HACEN!


WATER ENERGY LIFE
RIVERSIDE PUBLIC UTILITIES
ALL DAY EVERY DAY
TODO EL DÍA, CADA DÍA

ENSURING CITY SUCCESS THROUGH WATER AND ENERGY
Garantizando el éxito de la ciudad a través del agua y energía

good morning riverside
GREATER RIVERSIDE CHAMBERS OF COMMERCE

Thursday, July 13
Registration: 6:45 AM | Networking: 7:00 AM | Program Begins: 7:10 AM
Early Bird Member Pricing: \$25 • Prospective Member Pricing: \$40
In-Person - The Mission Inn Hotel & Spa - Grand Parisian Ballroom

Sponsored by:
WATER ENERGY LIFE
PUBLIC UTILITIES

Keynote Speaker:

Chancellor Kim Wilcox
University of California, Riverside

Registration Form

RSVP:
Early bird member ticket price: \$25 (by 12 PM on July 13)
Member ticket price after July 13: \$35
Prospective Member price: \$40

Contact Name: _____
Company: _____
Phone: _____
Email: _____
How many reservations would you like? _____
Attendee: _____

Online: **6/24/24**
 Check online
 Credit Card. All major credit cards accepted

CC # _____ CVV # _____
Exp Date _____
Billing Address _____
Billing Address Zip _____
Signature _____

Reservations must be cancelled 72 hours prior to event. Failure to cancel in advance will result in registration being billed for event. Registration of attendees, safety requirements will follow CDC, OSHA and CAL/OSHA guidelines at the time of the event.

Return completed form with payment to: Greater Riverside Chambers of Commerce 385 University Ave., Riverside, CA 92507 Fax (951) 583-5270 Phone (951) 683-7100

12 MAY 2023 www.riverside-chamber.com
Greater Riverside Chambers of Commerce

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Visite nuestra página web para conocer más sobre los descuentos ENERGY STAR® en electrodomésticos.

For more information visit our list of rebates, visit RiversidePublicUtilities.com/Rebates

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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



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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Recommendation

That the Board of Public Utilities:

That the Board of Public Utilities approve an annual expenditure in an amount not to exceed \$69,245 for Fiscal Years 2024/2025 and 2025/2026 for the Professional Services Agreement with the Greater Riverside Chambers of Commerce for services and sponsorship events for Riverside Public Utilities, including an optional two-year term of the agreement subject to availability of funds.



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