



RIVERSIDE PUBLIC UTILITIES

Board Memorandum

BOARD OF PUBLIC UTILITIES

DATE: JUNE 10, 2024

SUBJECT: PROFESSIONAL SERVICES AGREEMENT WITH THE GREATER RIVERSIDE CHAMBERS OF COMMERCE FOR SERVICES AND SPONSORSHIPS PROVIDED TO RIVERSIDE PUBLIC UTILITIES, FOR A TERM FROM JUNE 30, 2024, TO JUNE 30, 2026, ANNUAL EXPENDITURE AMOUNT OF \$69,245

ISSUE:

Consider approving the annual expenditure of \$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.

RECOMMENDATION:

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.

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 Greater Riverside Chambers of Commerce (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.

BACKGROUND:

The Greater Riverside Chambers of Commerce (GRCC) has served the City of Riverside (City) and surrounding communities for over 100 years. The organization started in 1900 and took on two (2) important projects, which included bringing a rail line to Riverside and writing a City Charter

later adopted by the City of Riverside board of Trustees in 1907. Collaboration between the City of Riverside and the GRCC began immediately and contracts between the two entities date back at least 50 years. The GRCC was instrumental in convincing the State to establish a Citrus Experiment Station at the base of Mt. Rubidoux and then to gain a larger station near Box Springs Mountain, convincing the Federal government to establish March Field as an aviation training facility in 1918, now known as March Air Reserve Base, helping to establish the Riverside National Cemetery in 1976, working to bring the Sherman Institute and the School for the Deaf to Riverside, establishing University of California, Riverside Liberal Arts College through letters, telephone calls, and trips to Sacramento and Washington D.C.. The GRCC also campaigned for Park Bonds in support of the creation of the 8th Street underpass and for the planning of Riverside's first freeway in the 1940's and 1950's.

In 1934, in the midst of a depression, the GRCC was successful in attracting 30 conventions to the Consolidated Costs for GRCC Services. Through the years, the GRCC has recruited many businesses to Riverside, such as Rohr Aircraft, Bourns, Flexsteel, Ralph's/Food 4 Less, Amtrak Call Center, Nordstrom, Wal-Mart, Hunter Engineering, and the Wall Street Journal. The GRCC has also assisted with the reopening of the Mission Inn Hotel and Spa, the Cal Tower Project, the creation of the Justice Center, and the establishment of Keep Riverside Clean and Beautiful to help improve Riverside's image to the rest of the Country.

The GRCC has established itself as the voice of businesses in Riverside, speaking on behalf of approximately 1,500 member firms and collectively representing 112,000 employees. The GRCC helps local companies grow their business by taking the lead in programs and efforts that help create a strong local economy and make the community a great place to do business. It recognizes that the best interests of the business community are the same as the long-term interests of the community at large and thus supports initiatives that lead Riverside to a prosperous future. As a member-driven organization, the GRCC works daily to provide programs, product services, advocacy and networking designed to give its members a return on their investment.

Through the GRCC's work, they have created a micro culture of networking and relationship development that leads to an environment of inclusiveness and servitude. They provide numerous opportunities for members and others to increase their contact base via various meetings, networking events and committees and serve as an advocate for business in the greater Riverside area. Often, a business will consider the GRCC the first "call" when it comes to expansion and referrals of ancillary businesses to the community. In addition, through the GRCC's active member call program, the GRCC is able to connect to all 1,144-GRCC members annually to conduct a business check-up, which often leads to referrals to City Departments.

RPU's partnership with the GRCC

To encourage load growth and maintain current load, RPU works with the GRCC to attract and retain businesses. RPU delivers electricity to customers through distribution and transmission facilities. These facilities represent long-term capital investment whose dollars are spread amongst all customers and recovered over periods in the range of 20 to 30 years. Energy is produced and/or obtained from generation Consolidated Costs for GRCC Services and facilities through long-term contracts to meet base load needs, with cyclical and peaking needs obtained through short-term contracts, internal generation or on the open market. The purchases through short-term contracts and the open market represent the marginal cost of power for increased load requirements. RPU has a number of fixed costs which must be paid regardless of customer demand or load. Additional revenue generated by expanded load (new customers) will reduce the

costs to existing customers, as the fixed costs will be allocated over a larger group of customers. Below is a brief description of RPU's fixed costs:

Distribution and Transmission Costs: Cost recovery for distribution and transmission facilities are built into electric rates based upon the number and load of existing customers and include a limited growth factor. Cost recovery for these fixed costs is spread over several decades. Over a longer, several-year period, an increase of new customer load would help reduce the overall distribution and transmission costs for all customers.

Generation Costs: Energy costs for a significant new load represent RPU's marginal cost of power, a variable cost. At a minimum, any new customer should be charged for this marginal cost to ensure RPU receives revenues to cover new costs.

In 2001, Riverside Public Utilities (RPU) entered into a partnership whereby the GRCC would conduct certain targeted economic development activities in exchange for a set dollar annual commitment of funds. Since 2001, the amount varied slightly each year. The funds were paid from RPU's Public Utilities – Customer Engagement (Community Support Outreach and Education). The activities were meant to 1) target businesses for attraction that provided a significant electrical load growth that could benefit from RPU's Economic Development rate, 2) target businesses for attraction that could benefit from reduced electric and water rates compared to their current jurisdiction and 3) help facilitate meetings with current commercial ratepayers that were considering facilities' expansion.

Prior to 2019, the services provided by, and the sponsorships and memberships paid to the GRCC were done at the Department level and did not generally require Riverside Public Utilities Board or City Council approval.

In Fiscal Year 2019/2020, RPU opted to attend certain GRCC events based on the number of attendees and the expected demographics of the event, many of which were recognized at a sponsorship level that was higher than the amount paid. RPU finds GRCC events a great opportunity to engage with commercial business customers. GRCC sponsored events included the following:

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 Lunch

In October 2019, through an effort to provide greater public transparency and clarification, all services, sponsorships, memberships, and other benefits were consolidated and itemized into a singular, comprehensive Professional Services Agreement which included a detailed scope of services and event sponsorships. The agreement included services and events previously budgeted for and attended.

The services included with 2019 agreement provide important benefits to the City such as retention and expansion of local businesses; attraction and expansion of businesses from desired

industries; support and training in key areas for businesses and entrepreneurs; increased awareness of local programs and resources that support businesses; State of the City; Festival of Lights; and corporate memberships with the GRCC.

DISCUSSION:

The Professional Services Agreement with GRCC for Retention and Expansion of Local Businesses; Attraction and Expansion of Business from Desired Industries; Support and Training in Key Areas for Businesses and Entrepreneurs; Increased Awareness of Local Programs and Resources that Support Business; and State of the City expires on June 30, 2024.

City and RPU staff have been pleased with the partnership and collaboration afforded through the GRCC.

The Scope of Services for the 2024 Professional Services Agreement includes, but will not be limited to, the following services and benefits:

1. Retention and expansion of local businesses

The GRCC will encourage a dialogue between businesses and RPU 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, in order to retain current businesses.

2. Attraction and expansion of businesses from desired industries

The GRCC 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.

3. Support and training in key areas for businesses and entrepreneurs

The GRCC will provide training and resources to develop successful and sustainable businesses, including energy efficiency and conservation.

4. Increased awareness of local programs and resources that support business

The GRCC 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.

5. State of the City

The GRCC will facilitate 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.

6. Schedule of Sponsorships

The following sponsorships by the City will result in completion of Task 1 by the GRCC and as included in the scope of services, inclusive of a cost comparison from the prior contract:

Department	Activity/Event	2019 - 2024	2024-2026
Riverside Public Utilities:			
	Economic Development Services	\$25,000	\$25,000
	Advertisements, Newsletter, one page monthly	\$15,000	\$15,000
	Advertisements, Magazine, every 18 mo.	\$3,500	\$3,095
	KRCB – Waterwise Landscape Sponsorship	\$2,500	\$3,000
	KRCB – Table Sponsorship	\$50	
	Business Expo/Mixer/Riv Forward	\$1,000	\$1,000
	Mega Mixer/Tradeshow/Job Fair	\$500	\$500
	GMR Sponsorship	\$1,750	\$1,850
	Legislative Summitt – Table Sponsorship	\$600	\$750
	Mayor's State of the City Address – Table Sponsorship	\$600	\$750
	Inaugural Ball – Table Sponsorship	\$1,000	\$1,500
	Athena Luncheon – Table Sponsorship	\$1,000	\$1,000
	Leadership Riverside Luncheon – Table Sponsorship	\$500	\$800
	Festival of Lights – pass through to the Mission Inn	\$15,000	\$15,000
	Subtotal	\$68,000	\$69,245
Community and Economic Development:			
	Festival of Lights – GRCC Services	\$7,500	\$7,500
	Riverside College & Career Fair Booth	\$2,500	\$2,500
	Business Expo/Mixer/Riv Forward	\$2,500	\$2,500
	Mayor's State of the City Address – Table Sponsorship	\$750	\$750
	Smart Riverside – directory listing	\$250	
	Subtotal	\$13,500	\$13,250
Public Works:			
	Mayor's State of the City Address	\$750	\$750
	Legislative Summitt	\$600	\$800
	KRCB – Table Sponsorship	\$400	
	Subtotal	\$1,750	\$1,550
Police:			
	Mayor's State of the City Address	\$750	\$1,000
	Leadership Riverside Luncheon	\$500	\$800
	Subtotal	\$1,250	\$1,800
Citywide:			
	GRCC Memberships	\$5,000	\$5,000
	Leadership Training	\$6,000	\$7,980
	Subtotal	\$11,000	\$12,980
	Total	\$95,500	\$98,825

The Festival of Lights sponsorship is a pass through to the Mission Inn Hotel and Spa for the costs associated with the annual switch on ceremony attended by over 60,000. RPU receives recognition on branded event materials and outreach including flyers and social media. The Mission Inn hotel and Spa's Festival of Lights is a free event, running from November to January each year, attracting over 700,000 visitors this past year, that promotes the City of Riverside as a desirable place to live, visit and do business. The Festival of Lights resulted in an economic impact of \$154 million to the City, according to a report prepared by SMRI (February 2024).

The City is consolidating all GRCC services, sponsorships, memberships, and other benefits across all City Departments into a single agreement for a total amount not to exceed \$98,775 for Fiscal Years 2024/2025 and 2025/2026, which includes an annual \$69,245 expenditure from RPU. The agreement includes services typically budgeted and received in the current and previous years and is not intended to add new GRCC services at this time. As with the past Agreement, the intent remains to provide public clarification and transparency for the Citywide partnership with the GRCC. The agreement, including the scope of services, schedule of sponsorships and associated costs, will be reviewed and evaluated every two years during budget preparation and brought before the Board and City Council with the budget adoption.

At the May 13, 2024, Board of Public Utilities meeting, the Board requested additional information on several items and that staff bring this item back at their June 10, 2024, Board Meeting. The additional information requested includes:

Why Does RPU Participate in the GRCC?

RPU's partnership with the GRCC allows the RPU Board members, Executive team, and staff access to key business leaders at business-focused events similar to outreach programs designed to reach residential customers. Through the attendance at GRCC events, RPU saves substantial expense by avoiding the cost of hosting and facilitating similar events and additionally benefits from GRCC's resources and business community connections. In addition, GRCC excels at convening business leader from small and micro-businesses to large business, across a wide array of sectors, and all GRCC events are well attended.

RPU takes advantage of the GRCC events to collaborate with and receive feedback from the business community on their current and future needs, RPU programs, to highlight the economic benefit businesses receive as RPU's commercial ratepayers. Some conversations include retention discussions with business leaders that may be considering leaving Riverside, conversations with businesses that are interested in expanding their business footprint in Riverside, assisting a potential new commercial customer seeking information on the estimated reduction to operating costs just be relocating to RPU's service territory or participating in efforts to attract new businesses to the City.

These conversations are essential to the City and the Utility's continued success and future growth. Although measuring the exact economic return for these interactions is difficult to calculate, the cumulative relationship building and conversation with RPU and the business community via the GRCC helps retain or contributes to additional sales for RPU.

Metrics

The Economic Development Services included in the GRCC contract with RPU directly support RPU's objective to encourage load growth and maintain current load with businesses. The following section details the 2022/2023 deliverables per task as reported by the GRCC.

Task 1 Description and Deliverables for 2022/2023

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

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.

AMBASSADOR AND BUSINESS COUNCIL OUTREACH TO LOCAL BUSINESSES			
Month	Businesses Reached		Total Touches (Averaging two per business)
	2022	2023	
January	52	22	148
February	25	31	112
March	27	33	120
April	33	21	108
May	52	32	168
June	37	37	148
July	37	34	142
August	18	27	90
September	37	35	144
October	52	39	182
November	16	63	158
December	26	42	136
Business Councils (Annual Total)	110	122	464
Grand Total	522	538	2,120

GRAND OPENING, RIBBON CUTTING, AND GROUNDBREAKING CELEBRATIONS			
Date	Business	Date	Business
2022			
1/21/22	State Farm Insurance – Magnolia Avenue	9/1/22	Phenix Technology
1/27/22	Stone Church Brewing & Bistro	9/15/22	Grocery Outlet Bargain Market – East Riverside
2/25/22	The Appliance Outlet	9/8/22	Altais Medical Group Riverside
4/29/22	Farm House Collective	9/28/22	South Bay Safety Staffing
5/4/22	Olivewood Memorial Park	10/6/22	Junior League of Riverside
5/27/22	Exodus Hospitality Group DBA Beignet Spot	10/28/22	Fatburger & Buffalo Express – Arlington Avenue
6/3/22	AFC Urgent Care Riverside	11/5/22	Mama Wale Rice
6/15/22	California Healthcare Skills Center	11/10/22	A Blve Rose

6/16/22	Voices for Children	11/15/22	Quick Quack Car Wash – Arlington Avenue
8/3/22	Advance Auto Parts – Magnolia Avenue	12/9/22	The Halal Guys – University Avenue
8/5/22	Furniture City – Tyler Street		
2023			
1/23/23	CSAI Smog Check Center	8/5/23	T-Swirl Crepe
2/2/23	Apola Greek Grill	8/5/23	Randy’s Donuts
2/16/23	Family Promise of Riverside	9/14/23	AGC Apprenticeship Trust/Western Electrical Contractors Association
3/10/23	Gold Coast Dental	9/14/23	British Tea House
3/17/23	Kalaveras Cantina Urbana – Spruce Street	9/15/23	Elbac Solar
3/31/23	The Raincross District	9/16/23	Freedom In Motion
4/7/23	Craftz Lounge	9/28/23	Mission Village Mobile Home Park
4/27/23	Fusion Graphics	10/5/23	Bianca’s Home Care
5/17/23	Make-A-Wish Orange County and the Inland Empire	10/13/23	Pizza Twist
6/1/23	Riverside Central Business Center	10/25/23	University Campus Hotel Apartments
6/3/23	NV Media	10/26/23	Parkview Community Hospital Medical Center Cardiac Cath Lab
6/6/23	Expedia Cruises – Riverside	11/30/23	AMG Medical Group
7/25/23	Downtown Bookstore, Inc.	12/1/23	Coffeecito House
8/4/23	Quick Quack Car Wash – Alessandro Boulevard		

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.

ONLINE SURVEYS OF BUSINESS PERSPECTIVES		
Date	Topic	Summary Response
December 2023	2023 Review and 2024 Projection	See Attachment 3
October 2023	Revisit of Top Priorities for City’s Future Growth	See Attachment 3
July 2023	Local, State, and National Economic Projections	See Attachment 3

June 2023	Business Sustainability Practices	See Attachment 3
May 2023	Impact of Government on Business	See Attachment 3
April 2023	Top Priorities for City's Future Growth	See Attachment 3
March 2023	Business Safety and Protection	See Attachment 3
February 2023	Top Priorities for County's Future Growth	See Attachment 3
January 2023	Concerns Regarding Cannabis Retail	See Attachment 3
December 2022	Resources to Strengthen Business	See Attachment 3
September 2022	Local Economic Projections	See Attachment 3
August 2022	Downtown Parking Businesses, Employees, and Customers	See Attachment 3
July 2022	Downtown Parking Preliminary Survey	See Attachment 3
June 2022	Investment in Environmentally Friendly Practices	See Attachment 3
May 2022	Business Operating Costs	See Attachment 3
April 2022	Employee Retention and Attraction	See Attachment 3

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.

MAJOR EMPLOYER VISITS		
Date	Business/Employer	Topic(s)
1/18/2022	Parkview Community Hospital Medical Center	INSIDE Arlington: Office of Homeless Solutions Update, Ward 4 Update, and Public Safety Update
2/15/2022	Neighborhood Healthcare	INSIDE Hunter Park: Ward 1 Report, City Planning Discussion, and Public Safety Report
4/7/2022	Riverside Community Hospital	INSIDE Downtown: Ward 1 Update and Public Safety Update
4/19/2022	The Toro Company	INSIDE Arlington: Ward 3 Update and Public Safety Report
5/5/2022	University of California, Riverside	INSIDE EastHills: Ward 2 Report and Public Safety Report
6/1/2022	AT&T	Site Visit and Tour regarding Facility Improvements
6/21/2022	Riverside Medical Clinic	INSIDE Magnolia Center: Ward 3 Report and Public Safety Report
7/19/2022	California Baptist University	INSIDE Arlington: Public Works Department and Public Safety Update
8/10/2022	Collins Aerospace	Meet and Greet with Collins Aerospace team and City officials
11/1/2022	Kaiser Permanente Medical Center Riverside	Site Visit and Discussion Regarding Facility Expansion
11/15/2022	University of California, Riverside CE-CERT	INSIDE Hunter Park: Ward 1 Report, Riverside Public Library, and Public Safety Report
12/1/2022	Northgate Gonzalez Market	INSIDE La Sierra: Ward 6 Report and Public Safety Report
2/2/2023	Pepsi Beverage	INSIDE EastHills: Ward 2 Update and Public Safety

	Company	Report
4/18/23	Collins Aerospace	INSIDE Arlington: Economic Development Update, Ward 6 Update
5/5/2023	University of California, Riverside	INSIDE EastHills: Local Development and Business Attraction
7/18/2023	California Baptist University	INSIDE Arlington: Public Safety Update
9/19/2023	Galleria at Tyler	INSIDE La Sierra: Ward 6 Update and Facility Tour
10/17/2023	Stater Bros. Markets	INSIDE Arlington: Public Safety Update
11/3/2022	Western Municipal Water District	INSIDE EastHills: Redistricting Update
12/7/2023	La Sierra University	INSIDE La Sierra: Ward 6 Update

Task 2 Description and Deliverables for 2022/2023

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

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)
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 Present	Riverside Transmission Reliability Project	Actively participated in the Riverside Transmission Reliability Project to ensure energy reliability and capacity
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 (April 2024 Program)
Ongoing	California Air Resources Board Southern California Headquarters	Continued to participate in regular meetings with stakeholders to strategize for next steps to attract industries
Ongoing	Ontario International Airport Authority	Furthering expansion and economic impact of Ontario International Airport as a regional transportation and commerce hub (Good Morning Riverside August 2022)

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.

COMMUNITY AWARENESS TOURS FOR EXPANSION OR RELOCATION		
Date	Business/Organization	Topic(s)
5/20/2022	California Air Resources Board Southern California Headquarters	Hosted reception on California Air Resources Board members and partners
5/21/2022	California Air Resources Board Southern California Headquarters	Hosted CARB Staff Luncheon and Open House
Ongoing	California Air Resources Board Southern California Headquarters	Utilizing the Chamber Foundation to provide funding necessary to purchase supplies and tour materials for CARB staff and visitors
12/7/2022, 4/19/2023, 6/14/2023	California Air Resources Board Southern California Headquarters	Hosted community luncheons with CARB staff and local stakeholders to build staff and community relations

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.

The Chamber has consistently engaged in economic development including the initiation of a new City Economic Development Action Plan and has made this a priority moving forward. The table below provides a few examples of Chamber engagement in the Plan:

CITY ECONOMIC DEVELOPMENT ACTION PLAN		
Date	Chamber Meetings	Topic(s)
9/28/2023	Mayor’s Economic Development Advisory Group	Participated in the discussion on opportunities to create quality jobs and attract new industries
1/5/2024	Annual Board Conference	Facilitated discussions with business leaders on topics like enhancing public safety and stimulating housing production. From there, the Chamber identified priorities like investing in infrastructure, stimulating business attraction, and focusing on quality of life.
1/8/2024	City of Riverside Economic Development Summit of Excellence	Promoted and participated in the City’s Summit of Excellence, including leading a discussion with stakeholders on opportunities to grow and attract new industries

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.

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.

BUSINESS ATTRACTION/EXPANSION MEETINGS AND EFFORTS		
Date	Business/Employer	Topic(s)
September 2023	Mission Grove/Anton Development	Multi-Family Housing Development
August 2023	Overland Development Company	New Development
July 2023	Wienerschnitzel Central Avenue Redevelopment	Renovation permit progress and assistance
July 2023	Pierce Flats, LLC	Mixed Use Development Proposal
May 2023-Present	Maverick Manufacturing	Relocation and tenant improvements
May 2023	Hole Avenue Vehicle Repair Project	Property Redevelopment
May 2023	CGI+ Mixed-Use Development	Navigating permitting and approval process
June 2022	Chick-Fil-A Arlington Avenue Development	New Development
April 2022	Grapevine Development	Park and University Avenue Development
March 2022	Seritage Growth Properties	Former K-Mart Redevelopment
January 2022	Foulger-Pratt	Arlington Mixed-Use Project

Task 3 Description and Deliverables for 2022/2023

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

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

The Chamber discontinued its Business Seminar Series and Webinar Series as it found the market was saturated with business support and training programs offered by numerous organizations across the state and nation.

Instead, the Chamber pivoted to promoting available training programs as offered by the Inland Empire Small Business Development Center and others. This relationship strengthened with the IESBDC moving its office in Downtown Riverside into the Chamber building. Now the IESBDC utilizes the Chamber’s office for its business counseling sessions and training sessions.

Date	Topic
1/4/2022	Learn How to Do Business with the CA Department of General Services
2/7/2022	Better Together: City Training for Non-Profits series
2/14/2022	The U.S. Small Business Administration learning platform, Ascent -

	strategic marketing, government contracting, and disaster and economic recovery
2/22/2022	SBDC offering free webinars
3/14/2022	Free Legal Advice for Inland Empire Small Businesses
3/28/2022	SBDC Webinar April 6th for developing an all-star team
4/11/2022	SBDC Webinar April 13 for Google Analytics
4/18/2022	SBDC Webinar April 26 for Marketing Budget
5/2/2022	SBDC Webinar for Growing Your Business
5/9/2022	SCORE Women's Roundtable - how to overcome obstacles, seize opportunities, and grow your network
5/23/2022	Small Business grants/resources through Verizon
7/11/2022	SBDC Webinar July 12 & 13 on basics of contracting, permitting requirements, defining products and markets
7/18/2022	SCORE's Entrepreneurial and Leadership webinar
7/25/2022	SCORE's Entrepreneurial and Leadership webinar
8/1/2022	SBDC Webinar Aug 3 for marketing skills
8/15/2022	SBDC Webinar Sept 14 for government procurement
8/22/2022	SBDC Webinar Aug 31 for social presence through Instagram
9/26/2022	SBDC Webinar Sept 28 for mandated sexual harassment training
12/12/2022	SBDC Webinar Dec 15 for SEO Techniques and Tips
1/3/2023	Bright Business Riverside-Discovery Class - strategies to transform businesses into thriving forces of change
1/9/2023	SBDC Webinar Jan 11 for building your brand and establishing customer growth / Riverside County Workforce Labor Law Webinar
1/23/2023	SBDC six-week online course - start a new business in 2023
2/6/2023	Riverside County Small Business Conference
4/10/2023	SBDC workshop April 12 for buying/selling a business, lender roundtable, and crowdfunding resources
5/1/2023	Four-part webinar series to improve profitability, plan for the future, expand your team, and more
5/8/2023	Webinar on marketing with engaging social media
5/22/2023	SBDC Webinar May 31 for six-part webinar series to "Level Up" your business
6/5/2023	Inland Counties Legal Services webinar June 7 for common contract clauses, best practices, preparing written contracts, and small business tactics
6/19/2023	SBDC Webinar June 21 to help businesses elevate their branding and build trust with your customers
7/3/2023	SBDC Webinar July 10 to help "Rev Up Your Revenue!"
7/10/2023	SBDC Webinar July 21 to provide best hiring practices for your business
7/24/2023	SBDC Webinar July 26 to go over documents needed for SBA loans, funding, grant opportunities, and review current credit score
7/31/2023	SBDC Webinar Aug 2 to help businesses optimize digital presence and help promote online sales
8/14/2023	SBDC Workshop Aug 16 learn the "dos and don'ts" of using AI tools to conduct market research
8/21/2023	SBDC in-person seminar August 30 to learn digital marketing, set goals/metrics, and create sustainable plan for business

8/28/2023	SBDC hybrid-seminar Sept 5 on providing useful knowledge to apply for business loans
9/5/2023	City of Riverside & SCORE webinar workshop on topics from writing a business plan, finance, making smart marketing decisions and the importance of branding
9/11/2023	SBDC Webinar Sept 14 on Mastering the Art of Social Media Engagement
9/25/2023	SBDC six-week program Oct 4 to designed to help product-based businesses sell online
10/9/2023	SBDC Webinar to help businesses engage with their customers on social media
10/16/2023	SBDC Webinar to help businesses with tax essentials
10/23/2023	Webinar on learning cost effective e-commerce techniques to increase conversion rates and expand your customer base
10/30/2023	SBDC Webinar Nov 7 to learn about financial terms, pricing, cash flow, reports, projections, etc.
11/6/2023	Webinar to helps businesses with skills to master key performance indicators, set strategic goals and employ practical tools
11/27/2023	SBDC Google Pages Webinar to in creating and optimizing pages, boosting customer engagement, and leveraging valuable insights

The Chamber's 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.

BUSINESS IN ACTION			
Date	Speaker and Topic	Attendees	Estimated Impact (based on business size)
1/19/2022	Integrity HR (Lynn Hounsley) - Learn New 202 Labor Laws	31	310
2/16/2022	OnTarget (Dawn Varga) - Managing Online Reputation	22	220
3/2/2022	Dhabi Esquire (Nada Dhabi) - Forming Your Business Entity	17	170
3/16/2022	Dexterous Media Group (Robert Beatty) - How to Update Your Marketing Strategies	24	240
3/30/2022	Bank of America (Ana Miramontes) - Small Business Loans	25	250
7/27/2022	Town Planner Community Calendar (Lester Li) - Customer Service Tips	20	200
9/7/2022	ACU Web (Austin Coulson) - Website Compliance with the Americans Disabilities Act (ADA)	26	260
1/25/2022	RLM Company (Norm Pelzer) - Keys to Expanding your Business	19	190
3/1/2023	LC Innovation (Bryan Barrera) - Sales Analysis & Marketing Strategies	22	220
4/5/2023	Leonard Financial Group (Karl Leonard hicks) - Tips for Financial Success	23	230
6/7/2023	Clubb 1 Investigations (Anthony Clubb) -	28	280

	Active Shooter Survival Training		
6/21/2024	SBDC (Karla Gonzalez) - Programs and Services	29	290
8/16/2024	OnTarget (Dawn Varga) - Using AI to Grow Brand Reputation	27	270
10/18/2023	TriCord Advisors (Jeremiah Lee) - Financial Planning	16	160
12/6/2023	Bright Business Model (Florin Diumea) - Business Scalability	19	190
Total		348	3,480

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.

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.

ENTREPRENEURS/INCUBATORS MEETINGS AND EFFORTS		
Date	Business/Organization	Topic(s)
3/9/2023	UCR Grad Slam Competition	Participated in UCR Grad Slam competition to select and recognize graduate research
12/6/2023	UCR OASIS Pitch Competition	Participated in UCR OASIS Pitch Competition to select and recognize entrepreneurs and their startup businesses

Task 4 Description and Deliverables for 2022/2023

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

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.

CHAMBER MEETING AND PROGRAM OPPORTUNITIES		
Date	Chamber Meeting	Topic/Speaker
1/6/2022	INSIDE Downtown	Ward 1 Update, Office of Homeless Solutions Update, and Public Safety Update
1/13/2022	Good Morning Riverside	Introduction of the NEW North Area Commander, Riverside Police Department Chief, Larry Gonzalez

		Introduction of the NEW Homeless Solutions Officer, Riverside City Manager, Al Zelinka
1/25/2022	Economic Development Council	Inclusionary Housing Policy Discussion, Councilmember Erin Edwards
2/2/2022	Business In Action	Navigating the City's Fire Prevention, Riverside Fire Department, Chief Mike Stanley
2/3/2022	INSIDE EastHills	Ward 2 Report, Public Safety Report, and Public Works Report
2/10/2022	Good Morning Riverside	City of Riverside Ward 4 Update, Councilmember Chuck Conder
3/3/2022	INSIDE La Sierra	Ward 7 Report, Ward 6 Report, Homeless Outreach Mediation & Education Program, and Public Safety Report
3/10/2022	Good Morning Riverside	Introduction of the NEW Riverside Police Department Area Commander, Chief Larry Gonzalez City of Riverside Ward 2 Update, Councilmember Clarissa Cervantes
3/15/2022	INSIDE Magnolia Center	New Parks & Recreation Director and Public Safety Report
4/6/2022	Business In Action	Business and the City, Councilmember Jim Perry
4/14/2022	Good Morning Riverside	City of Riverside Ward 6 Update, Councilmember Jim Perry
4/26/2022	Economic Development Council	City Community and Economic Development Department Update, Mary Kopaskie-Brown, Acting Deputy Director, and City Planner City Curbspace Management Study, Nathan Mustafa, Deputy Public Works Director
5/24/2022	Economic Development Council	Decarbonization Ordinance Update, Councilmember Ronaldo Fierro
6/2/2022	INSIDE La Sierra	Ward 6 Report and Public Safety Report
6/9/2022	Good Morning Riverside	Riverside Police Department Update, Police Chief Larry Gonzalez
6/20/2023	INSIDE Magnolia Center	Ward 3 Report and Public Safety Report
6/28/2022	Economic Development Council	Inclusionary Housing Policy Discussion, City Planning Director, Mary Kopaskie-Brown
7/7/2022	INSIDE Downtown	Ward 1 Update and Public Safety Update
7/14/2022	Good Morning Riverside	Riverside Public Utilities Update, General Manager Todd Corbin Introduction of the NEW Interim City Manager, Mayor Pro Tem Ronaldo Fierro City of Riverside Ward 7 Update, Councilmember Steve Hemenway
7/25/2023	Economic Development Council	Economic Development Update, Councilmember Ronaldo Fierro
8/2/2022	Business In Action	Ken Bridges (Riverside Public Utilities) - Tips on Conserving Water Waste
8/4/2022	INSIDE EastHills	Ward 4 Report and Public Safety Report

8/16/2022	INSIDE Hunter Park	Ward 1 Report and Public Safety Report
9/7/2023	INSIDE Magnolia Center	Public Safety Report
9/20/2022	INSIDE Magnolia Center	Redistricting Report
9/23/2022	Business In Action	Sergeant Erik Lindgren (RPD) - School Year Safety Tips and Resources
10/6/2022	INSIDE Downtown	Redistricting Riverside Update and Public Safety Update
10/11/2022	Economic Development Council	Decarbonization Ordinance Update, Acting Community & Economic Development Director, Chris Christopoulos
10/13/2022	Good Morning Riverside	City of Riverside Update, Mayor Patricia Lock Dawson
10/18/2022	INSIDE Arlington	Riverside Municipal Airport Update and Redistricting Process Update
11/2/2022	Business In Action	Chief Larry Gonzalez (RPD) - Neighborhood and Business Watch Program
11/10/2022	Good Morning Riverside	Safety Around the Holidays, Riverside Police Department, Chief Larry Gonzalez Introduction of the NEW Riverside Municipal Airport Manager, Dr. Daniel Prather
1/12/2023	Good Morning Riverside	City of Riverside Ward 1 Update, Councilmember Erin Edwards Introduction of the NEW Riverside City Manager, Councilmember Ronaldo Fierro
1/17/2023	INSIDE Arlington	Riverside Municipal Airport Update and Public Safety Update
1/24/2023	Economic Development Council	Outdoor Dining in Riverside and Downtown Parking Update, Interim Public Work Director Gilbert Hernandez, Deputy Public Works Director Nathan Mustafa, Senior Administrative Analyst Erik Lue
2/9/2023	Good Morning Riverside	Crime Prevention Through Environmental Design, Riverside Police Department, Chief Larry Gonzalez Introduction of the NEW City of Riverside Economic Development Team, Assistant City Manager, Rafael Guzman
2/28/2023	Economic Development Council	Proposed Cannabis Ordinance Framework, Community and Economic Development Director Jennifer Lilley and Principal Planner Matthew Taylor
3/9/2023	Good Morning Riverside	Introduction of the NEW City of Riverside Director of Community and Economic Development, Jennifer Lilley
3/28/2023	Economic Development Council	Inclusionary Housing Workshop and Proposal, Community and Economic Development Director Jennifer Lilley, Principal Planner Matthew Taylor, and Housing Authority Manager Michelle Davis
5/11/2023	Good Morning Riverside	City of Riverside Ward 2 Update, Councilmember Clarissa Cervantes Updates on NEW Downtown Parking Rates, Riverside Public Works Deputy Director Nathan Mustafa
5/16/2023	INSIDE Hunter	Ward 1 Report and Public Safety Report

	Park	
6/6/2023	INSIDE La Sierra	Ward 6 Report
6/8/2023	Good Morning Riverside	City of Riverside Ward 3 Update, Councilmember Ronaldo Fierro
7/6/2023	INSIDE Downtown	Ward 1 Update and Public Safety Update
7/13/2023	Good Morning Riverside	Riverside Public Utilities Update, General Manager Todd Corbin City of Riverside Downtown Parking Update, Parking Services Manager, Erik Lue
8/3/2023	INSIDE EastHills	Ward 4 Update and Public Safety Report
8/15/2023	INSIDE Hunter Park	Public Safety Report
8/22/2023	Economic Development Council	Cannabis Permitting Application Process and Ohmio Attraction Framework, Community and Economic Development Jennifer Lilley, Economic Development Manager Jorge Barrera, and Principal Planner David Murray
9/26/2023	Economic Development Council	Omnibus Zoning Code Updates, Community and Economic Development Director Jennifer Lilley
10/5/2023	INSIDE Downtown	Riverside Public Library Update and Downtown Security Update
10/12/2023	Good Morning Riverside	City of Riverside Ward 7 Update, Councilmember Steve Hemenway
11/2/2023	INSIDE Hunter Park	Public Safety Report
11/9/2023	Good Morning Riverside	Riverside Municipal Airport Update Manager, Dr. Daniel Prather
11/21/2023	INSIDE EastHills	Ward 4 Update, Security and Safety Grant Program
11/28/2023	Economic Development Council	Proposed Title 20 Changes, City Planner, Maribeth Tinio, and Historic Preservation Officer, Scott Watson Inclusionary Housing Policy Update, Housing Project Manager Deputy Director, Michelle Davis
12/14/2023	Good Morning Riverside	City of Riverside Ward 1 Update, Councilmember Erin Edwards Small and Microbusiness Grant, Inland SoCal United Way 211+ Director of Housing & Business Services, Rebecca Spiegel
January 2022 to Present	Economic Development Council and Area Business Councils	Ongoing engagement with City to provide input into the development of the Innovation District
January 2023 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	Ongoing engagement since 2015 with City and Rick Engineering regarding the progress of the Northside Specific Plan

	Hunter Park Business Council	
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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	http://riverside-chamber.com/regional.cfm
Start a Business	http://riverside-chamber.com/StartBusiness.cfm
Business Resources	http://riverside-chamber.com/BusResources.cfm
Why Do Business in Riverside?	http://riverside-chamber.com/WhyRiverside.cfm
Direct Links from Chamber Website Navigation Bar to City Online Resources	
City of Riverside	https://www.riversideca.gov/
City of Riverside Office of Economic Development	https://riversideca.gov/cedd/economic-development
City of Riverside Community Calendar	https://www.riversideca.gov/calendar/

Showcase the City's economic development and community development action plans and strategies on its website and social media platforms. The GRCC continues to cover any events in which it participates on social media and within its publications.

Highlight key City and Chamber partnerships in the Chamber Newsletter.

Date	Reason (Short Description)
1/4/2022	Postponement of State of the City until Feb. 24
1/10/2022	New City of Riverside's Homeless Solution Officer at Good Morning Riverside
1/24/2022	State of the City moved virtually
2/7/2022	City of Riverside hosting Non-Profit Grant Introduction
2/14/2022	City of Riverside Economic Development Committee engaging in discussions related to cannabis
2/22/2022	City of Riverside discussions of Inclusionary Housing / State of the City reminder
2/28/2022	State of the City recap
3/21/2022	City of Riverside Economic Development Committee meeting on cannabis/ Tesla dealership proposal / microenterprise business grant program
3/28/2022	Public Safety in Potential Cannabis Ordinance / Development to Revitalize former Kmart on Iowa Ave/ Riverside Alive Project
5/9/2022	Farwell to Riverside City Manager Al Zelinka at Good Morning Riverside
5/16/2022	City of Riverside announcement of Interim Assistant City Manager
5/23/2022	Development of Tesla Facility/ Military Wall of Honor Unveiling / Fiber network project information
6/20/2022	City of Riverside Names Interim City Manager Ahead of Nationwide Search
6/27/2022	City approval of Quick Quack Car Wash
7/11/2022	City Council Gives Green light to Kaiser Permanente Expansion

	Project/ Parking Discussion
7/18/2022	City Council meeting on Downtown parking changes
7/25/2022	City Council approval of rescinding the Downtown parking plan
8/1/2022	Parking rescindment recap/ non-profit grants information
8/8/2022	Celebrating newest diagonal crosswalk in Downtown Riverside
8/15/2022	City Planning Commission schedules to discuss the Inclusionary Housing Ordinance
8/22/2022	Public meeting to discuss the City's redistricting process
8/29/2022	City Council meeting about Downtown parking
9/26/2022	Meeting in October to discuss City's redistricting process
10/3/2022	City exploring an all-electric building code/ City redistricting
10/10/2022	City Council considering extending boundaries and increasing business tax assessment within the Arlington Business Improvement District
10/17/2022	Downtown parking public forum/ Approval of homeless action plan
10/24/2022	City redistricting process/community meeting for development of new Downtown parking plan
10/31/2022	City preparations for Festival of Lights
11/7/2022	City celebrating Kaiser's expansion
11/14/2022	Riverside Transmission Reliability Project/New Community and Economic Development Director announcement
11/21/2022	New City Manager announcement/ approval of Riverside Transmission Reliability Project
11/29/2022	State of the City announcement
12/5/2022	Proposed electrification ordinance pending the completion of cost effectiveness studies commissioned by the City/discussions on cannabis
12/12/2022	State of the City/ 4-3 vote to approve on Electrification Ordinance
12/19/2022	City Requirements for retail cannabis locations still to be determined
1/3/2023	Riverside Hero Award at State of the City
1/9/2023	City Manager Mike Futrell at Good Moring Riverside/Public forum to discuss Downtown parking
1/17/2023	Innovation Award at State of the City/vote to secure additional funding for Riverside Transmission Reliability Project
1/23/2023	Survey results for Downtown parking/State of the City reminder/ fire department outlines strategic plan for next 5 years
1/30/2023	State of the City recap/New Economic Development Manager announcement
2/6/2023	Riverside Police Chief at Good Morning Riverside/New City Planner announcement
2/13/2023	Crime Prevention Through Environmental Design program/Riverside Project Heart
2/21/2023	City Council to review new community maps/ New fire department leaders/City approved millions to be allocated to improve quality of life
2/27/2023	Funding approved for street maintenance/ reviewing proposed cannabis framework
3/6/2023	approval of cannabis retailers/Community and Economic Development Director at Good Morning Riverside/review community maps

3/13/2023	Downtown parking proposal discussion
3/20/2023	Continued Ward redistricting boundary review/ federal funding to improve road safety throughout the city
3/27/2023	Inclusionary housing proposals
4/3/2023	Inclusionary housing proposals
4/10/2023	Inclusionary housing proposals/City designated "prohousing" by the State of California
4/17/2023	New Downtown parking rates
4/24/2023	New Downtown parking rates
5/8/2023	Parking Your Way App
5/30/2023	City of Riverside recognized for inclusive at-risk youth programs
6/5/2023	Discussion on proposed rate increase for water, power, and solid waste services
6/12/2023	City receives funding to assist Third Street Grade Separation Project
6/19/2023	City to receive two million for future housing projects
6/26/2023	New parking rates and parking app/ 4th of July show
7/3/2023	New Ward boundaries/ Rate increases for Riverside Public Utilities/New Assistant City Manager
7/10/2023	New parking rates into effect
7/17/2023	Funding to improve traffic and safety
8/14/2023	Continued discussions regarding cannabis operator permits
8/28/2023	Discussions on the conceptual rise of rates for Riverside Public Utilities
9/5/2023	Negotiation an agreement welcoming Ohmio/Webinar workshop series
9/11/2023	City supports Riverside Auto Center/funding for affordable housing
9/19/2023	Utility rate discussions
9/25/2023	Approval of utility rates
10/2/2023	Zoning code changes/ Festival of Lights announcement
10/9/2023	Evaluation of Security Resource Pilot Program/ magnolia Center Specific Plan update
10/16/2023	Cannabis Application Process
10/23/2023	Riverside Transmission Reliability Project returning to city council agenda
10/30/2023	Riverside Reliability Project
11/6/2023	\$10 million in state funds for new Spc. Jesus S. Duran Eastside Library
11/13/2023	State of the City announcement
11/27/2023	State of the City
12/4/2023	Riverside Small & Micro Businesses Grant Program
12/18/2023	Inclusionary Housing Proposal
12/26/2023	State of the City reminder

CITY AND CHAMBER PARTNERSHIPS IN CHAMBER NEWSPAPER	
<ul style="list-style-type: none"> ▪ 2,000+ hard copies sent each month to local business leaders. ▪ Electronic issues emailed to 5,000+ business contacts each month. ▪ Periodic issues shared on social media (estimated reach – 9,000+) 	
Month	Topic/Issue

January 2023	<ul style="list-style-type: none"> ▪ Focus on Public Safety for Proposed Retail Cannabis Ordinance ▪ City Council Approves New Development Electrification Ordinance ▪ City Council Considers Different Redistricting Boundaries
February 2023	<ul style="list-style-type: none"> ▪ Recap of 2023 State of the City ▪ City Council Forms Working Group on Riverside Transmission Reliability Project Alternative ▪ City of Riverside Project Connect Program
March 2023	<ul style="list-style-type: none"> ▪ Chamber Supports City’s Permanent Outdoor Dining Ordinance ▪ Seeking Applications for Riverside Police Department Safety and Security Grant Program ▪ City Council Creates Framework for Retail Cannabis Ordinance
April 2023	<ul style="list-style-type: none"> ▪ Chamber Provides Support for Revised Downtown Parking Rates ▪ Chamber Engages City Council on Inclusionary Housing Policy
May 2023	<ul style="list-style-type: none"> ▪ Chamber Advocacy for Revised Downtown Parking Rates
June 2023	<ul style="list-style-type: none"> ▪ Chamber Meets with City Management Regarding Utility Rates ▪ EastHills Business Councils CGI+ Mixed-Use Development
July 2023	<ul style="list-style-type: none"> ▪ City Council Approves Conceptual Utility Rates ▪ New Riverside City Council Ward Boundaries ▪ New “Park Your Way” Program Coming Online
August 2023	<ul style="list-style-type: none"> ▪ City Receives Grant Funding for Infrastructure and Community Spaces ▪ Appointment of Edward Enriquez and Kristie Thomas to Leadership Positions
September 2023	<ul style="list-style-type: none"> ▪ Pierce Flats Development Clears City Planning Commission ▪ Update on Retail Cannabis Permitting Process
October 2023	<ul style="list-style-type: none"> ▪ City Council Approves Riverside Public Utilities Rate Increases ▪ City Council Approves Ohmio Attraction Framework ▪ City Council Approves CGI+ Mixed-Use Development ▪ The Exchange Project Breaks Ground
November 2023	<ul style="list-style-type: none"> ▪ City of Riverside Drafts Letter to CPUC re: Riverside Transmission Reliability Project ▪ City Council Approves Effort to Attract Ohmio ▪ City Council Approves Security Resource Pilot Program ▪ Grant Awarded for Mulberry Gardens Family Apartments ▪ Chamber to Partner with City to Support Magnolia Avenue/Magnolia Avenue Specific Plan
December 2023	<ul style="list-style-type: none"> ▪ City Council Approval of Ohmio Attraction Framework ▪ Seeking Applications for Small & Micro Business Grant Program

Task 5 Description and Deliverables for 2022/2023

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

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 (Not Accounting for Walk-Ins and Members of the Public)	Students from K-12 and Higher Education
2022	Virtual	Virtual
2023	885	100+
2024	881	100+

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
November 2023	Greater Riverside Business	KRCB Beautification Award Nominations	
11/3/23	Chamber E-Blast	KRCB Beautification Award Nominations	https://conta.cc/49j0IPK
11/27/23	Chamber Communicator	Event Promotion	https://conta.cc/3x7PjVo
December 2023	Greater Riverside Business	Event Promotion	
12/20/23	Chamber E-Blast	Event Promotion	https://conta.cc/3TRShGz
12/26/23	Chamber Communicator	Event Promotion	https://conta.cc/3TPz4oR
1/2/24	Chamber Communicator	Event Promotion	https://conta.cc/3xcbKsF
1/3/24	Social Media Post		
1/8/24	Chamber Communicator Chamber E-Blast	Event Promotion and Riverside Hero Award Announcement	https://conta.cc/43w5yHO https://conta.cc/3VfBLW
1/16/24	Chamber Communicator	Event Promotion	https://conta.cc/4atGluI
1/18/24	Social Media Post	Event Promotion	
1/22/24	Chamber Communicator	Event Promotion	https://conta.cc/4anAMUt
1/25/24	Social Media Post	Event Broadcast	
1/30/24	Chamber Communicator	Event Recap	https://conta.cc/4atPtVg
2/1/24	Social Media Post	Event Recap	
January 2024	Greater Riverside Business	Event Recap	

Task 6 Description and Deliverables for 2022/2023

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

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

2023 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY PLANNING MEETING AND STATISTICS		
Festival of Lights Switch-On Planning Meetings (including full committee meetings and separate planning	10	6/14/23, 7/12/23, 8/2/23, 9/6/23, 10/4/23, 11/1/23, 11/8/23, 11/13/23, 11/15/23, 12/13/23

meetings with City and additional partners)		
Estimated Attendance (Switch-On Ceremony)	65,000	
Estimated Attendance (Entire Month)	700,000	

CHAMBER STAFF PARTICIPATION AT 2023 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY (Day-Of Coordination with City Staff re: logistics and event set up, not including planning meetings and time commitment leading up to event)		
Chamber Staff Member	Schedule	Hours Worked (excluding breaks and lunches)
Nicholas Adcock	8:00 AM – 1:00 AM	16
Quirina Ramirez	9:00 AM - 1:00 AM	15
Veronica Garibay	9:00 AM - 1:00 AM	15
KRCB (3)	9:00 AM - 11:00 PM	39
Chamber Staff (6)	12:00 PM-10:00 PM	54
Total		139

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 18, 2023, 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, Chamber and KRCB staff plus 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.

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.

VOLUNTEER PARTICIPATION FOR LITTER CLEAN-UP AT 2023 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY (Volunteers mobilized and organized by Keep Riverside Clean & Beautiful)	
Number of Volunteers	143
Number of Volunteer Hours	732.5
Total Value Per Hour of Volunteers <i>(Points of Lights Institute, National Average @ 25.43 per hour, 2019)</i>	\$18,627.48
Litter Collected	Approximately 2,500 lbs.

VOLUNTEER PARTICIPATION FOR EVENT MANAGEMENT AT 2023 FESTIVAL OF LIGHTS SWITCH-ON CEREMONY (Volunteers recruited and organized by Keep Riverside Clean & Beautiful)	
Number of Volunteers	12
Number of Volunteer Hours	42
Total Value Per Hour of Volunteers (Points of Lights Institute, National Average @ 25.43 per hour, 2019)	\$1,068.06
Number of Programs Distributed	Approximately 7,000

Sponsorship Event Descriptions and Attendance

Good Morning Riverside: July 13, 2023

Description

An information-packed program to brief the business and civic community on breaking economic development news, updates on hot business issues, and the introduction of new business leaders. Over 150-200 Chamber members attend each month, so a big supply of business cards is required. This event is held at The Historic Mission Inn Hotel & Spa and begins at 7:00 AM.

Title Sponsorship Benefits

The Chamber include the Sponsor name and/or logo on all promotion for the event in the Chambers monthly publication, *Greater Riverside Business* newspaper and *Chamber Communicator* e-newsletter, website, monthly calendar, and e-mail reminder. The Chamber will provide Sponsor with two complimentary tickets to the event and a five-minute speaking opportunity to a Sponsor representative at the beginning of the event. The Chamber will provide a space for the Sponsor to set up a table display in the lobby of the event location.

Attendance

150-200. This event is available for the public to attend. The Chamber offers member and prospective/non-member rates for individual tickets. The Chamber will often provide a complimentary ticket if a representative is an economic development prospect.

Attendees

(21) Erica Acosta; Christiane Amat; Bill Brown; Michelle Campbell; Todd Corbin; Coulton Cruz; Ceri Dowsett; Alma Franco; Andrew Galvan; Daniel Garcia; David Garcia; Ryan Gleason; Victoria Garcia; Daniel Honeyfield; Ulises Lopez; Michele McKinney; Ryan McManus; Sandra Mejia; Carlie Myers; Amy Navas-Lopez and Gil Ocegüera.

Festival of Lights Switch-On Ceremony: November 18, 2023

Description

The Festival of Lights Switch-On Ceremony kicks off one of the most visible and high-profile time periods for Riverside and remains an attractive opportunity to draw in visitors and interested parties from across the state and nation. The program is a large community gathering that culminates in the illumination of Downtown Riverside, crowned by the lighting of The Historic Mission Inn Hotel & Spa, and punctuated by aerial fireworks show.

Premier Sponsorship Benefits

The agreement calls for sponsorship towards the Chamber's Festival of Lights Switch-On Ceremony hosted with The Historic Mission Inn Hotel & Spa and the City of Riverside. It is important to note that within the existing agreement the Chamber redirects these specific funds to The Historic Mission Inn Hotel & Spa to help defray the cost of Switch-On Ceremony. The Chamber does not charge any fee for administration or staff time. The contribution is made in its entirety and this practice will continue for the near future assuming the approval of this agreement.

Attendance

75,000+. This event is free and open to the public.

Mayor's State of the City Address: January 25, 2024

Description

The Chamber partners with the City of Riverside each year to present the State of the City event. For many consecutive years, the Chamber has hosted over 1,200 attendees as the mayor reviews the past year's events and accomplishments and sets forth the plans and objectives for the New Year.

Bronze Sponsorship Benefits

(4) Tickets to event (Includes entrance to the reception; Sponsorship announcement on social media.

Attendance

900-1,000+. This event is free and open to the public, but an RSVP is requested. Individual tickets are sold to ensure a reserved seat and access to a reception immediately following the State of the City Address.

Attendees

(5) Todd Corbin; David Crohn; David Garcia; Nancy Melendez and Brian Siana

Riverside Job Fair: January 31, 2024

Description

The Riverside Job Fair connects businesses with recent graduates, job seekers, and veterans.

Premier Sponsorship Benefits

(2) exhibitor booths with electricity access; Recognition on Chamber social media, weekly *Chamber Communicator* e-newsletter, Good Morning Riverside and *Greater Riverside Business* newspaper.

Attendance

1,000+. The event is free and open to the public.

Attendee

Miriana Gonzalez

Inaugural Ball: April 17, 2024

Description

Celebrating over 100 years of serving the Riverside region, the Chamber's Inaugural Celebration

is an annual gala event draws local and regional dignitaries to celebrate local business and civic excellence. The new Chair of the Board and board of directors are installed and annual awards such as Business and Citizen of the Year are presented.

Bronze Sponsorship Benefits

(6) Priority seating; Company name visibility on event presentation.

Attendance

650+. This event is available for the public to attend but registration is required.

Attendees

None; Seats Donated back.

Riverside Forward Business Innovation Expo: May 15, 2024

Description

This expo-style event showcases how Riverside is at the forefront of economic development, private investment, research and business innovation. SEE and LEARN how local business, education, and community organizations are using new technology and methodology to work smarter, faster and more efficiently. Connect with innovation experts and leaders in the field.

Premier Sponsorship Benefits

Includes executive amenities, banner display @ event, Logo on all marketing materials, recognition at GMR and INSIDE meetings, and listing as a participant in the GRB and a link in the Chamber communicator.

Attendance

400-500. This event is free and open to the public.

Attendees

(2) Michelle McKinney and Ceri Dowsett

Athena of Riverside Luncheon: May 23, 2024

Description

The mission of ATHENA of Riverside is to open doors of leadership opportunities for women through inspiration, education, cultivation, and mentoring. The ATHENA committee annually honors a person who furthers that mission at a luncheon that takes place at The Mission Inn Hotel & Spa. During the program, the committee also awards multiple scholarships to women who are current enrolled at the collegiate level in a local school.

Silver Sponsorship Benefits

Name recognition on event and marketing materials: Verbal reconciliation and screen projection of company logo on screen at the event. (4) seats at event.

Attendance

200+. This event is available for the public to attend but registration is required.

Attendees

(5) David Garcia; Sharon Gutierrez, Daniel Honeyfield, Gary Montgomery, and Gil Ocegüera

Leadership Riverside Luncheon: June 14, 2024

Description

Since its inception in 1986, Leadership Riverside has led the way for a better Riverside by empowering decision-makers of local businesses, organizations, schools, and universities with the knowledge to address a wide array of critical issues in the region. Each year the graduating class celebrates the completion of their program and commemorates their journey with a special graduation luncheon and award ceremony honoring a past alumnus who has exhibited outstanding leadership towards Riverside’s progress.

Bronze Sponsorship

Verbal recognition at the ceremony: (4) Luncheon tickets.

Attendance

250+. This event is available for the public to attend but registration is required.

Reservation Held Under

Ceri Dowsett

Keep Riverside Clean & Beautiful (KRCB) Community Recognition Luncheon

Description

This event was discontinued during the COVID-19 pandemic and an alternative program was developed to recognize KRCB volunteers.

Legislative Summit

Description

The 2023 event was cancelled due to a last-minute change in the keynote speaker’s schedule. Because the Utility had already paid for its sponsorship, those funds are being held for the 2024 event or can be refunded by request. The Chamber hosts this annual forum giving Chamber members and local business leaders the opportunity to meet with peers and state policy experts to focus on priority legislative issues facing California business. The goal of this summit is to give attendees the information they need to be an active player in the legislative process, presenting the business perspective on policy issues affecting a company's bottom line.

Bronze Sponsorship Benefits

Four (4) VIP luncheon tickets; Verbal recognition and shared screen projection of company name during the Summit.

Attendance

250+. This event is available for the public to attend but registration is required. The Chamber offers member and prospective/non-member rates for individual tickets.

Accounting of funds spent on the current Agreement

The table below details the amount paid from RPU for GRCC contact:

Fiscal Year	Contact Agreement for RPU Funding	Paid from RPU Funds	Difference	Activity/ Events
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2019/20	\$68,000	\$59,120	\$8,880	\$3,500 Chamber magazine, \$2,500 KRCB sponsorship, \$50 KRCB luncheon, \$1,750 GMR sponsorship, \$600 Legislative Summit, \$480 reduced charges for Chamber newsletter
2020/21	\$68,000	\$40,520	\$27,480	\$3,500 Chamber magazine, \$2,500 KRCB, \$50 KRCB luncheon, \$1,000 business expo, \$500 Mega Mixer, \$1,750 GMR Sponsorship, \$600 Legislative summit, \$600 Mayor’s state of the City, \$1,000 Athena luncheon, \$500 leadership luncheon, \$15,000 Festival of Lights, \$480 reduced charges for Chamber newsletter
2021/22	\$68,000	\$32,850	\$35,150	\$12,500 Economic Development Services, \$3,500 Chamber magazine, \$2,500 KRCB, \$50 KRCB luncheon, \$1,000 business expo, \$600 Mayor’s state of the City, \$15,000 Festival of Lights
2022/23	\$68,000	\$67,950	\$50	\$50 KRCB luncheon
2023/24	\$68,000	\$67,545	\$455	\$50 KRCB luncheon, reduced charges for Chamber magazine \$405

Purchasing Resolution 24101, Section 702(w) states that Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required, “When approved by the Manager, Services not subject to the bidding requirements of Section 1109 of the City Charter, which are of such a nature that suitable technical or performance specifications describing them are not readily available and cannot be developed in a timely manner to meet the needs of the City, in which case the Manager shall be authorized to negotiate with any Person or Persons for the Procurement thereof upon the price, terms and conditions need by the Manager to be in the best interest of the City and in doing so may utilize Informal Procurement or Negotiated Procurement process.”

The Purchasing Manager concurs that the recommended actions are in compliance with Purchasing Resolution No. 24101, Section 702(w).

STRATEGIC PLAN ALIGNMENT:

This item contributes to **Strategic Priority #5 - High Performing Government and goal 5.3 - Enhance communication and collaboration with community members to improve transparency, build public trust, and encourage shared decision-making.**

This item aligns with each of the five Cross-Cutting Threads based as follows:

1. **Community Trust** – This report provides a transparent view and communication of Utility finances in a forum that accommodates community engagement and the involvement of the Board of Public Utilities.

2. **Equity** –GRCC provides events available to all members in a public forum that accommodates community engagement from all members of the public.
3. **Fiscal Responsibility** – Sharing the agreement with other departments demonstrates the Utility’s commitment to responsible management of the Utility’s financial resources.
4. **Innovation** – Participation in the GRCC will help in identifying and meeting the community’s changing needs.
5. **Sustainability & Resiliency** – Utilizing community involvement through the GRCC demonstrates the Utility’s commitment to the long-term fiscal health of the Utility and preservation of Utility services.

FISCAL IMPACT:

The annual fiscal impact is \$69,245 for the Professional Services Agreement with the GRCC for services and sponsorship events for Riverside Public Utilities. Upon City Council approval of the biennial budget on June 25, 2024, sufficient funds will be available in Public Utilities Community Support Outreach Education Account No.6020000-456022.

Prepared by:	Jennifer Lilley, Community and Economic Development Director
Approved by:	David A. Garcia, Interim Utilities General Manager
Certified as to availability of funds:	Kristie Thomas, Finance Director/Assistant Chief Financial Officer
Approved by:	Rafael Guzman, Assistant City Manager
Approved as to form:	Phaedra A. Norton, City Attorney

Attachments:

1. Agreement
2. Detailed Survey Results
3. GRB Newspaper Ads (2023)
4. Presentation