



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
May 13, 2024

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BACKGROUND

Chamber 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 Chamber date back 50 years
5. In 1934, Chamber was successful in attracting 30 conventions to the City
6. 1,500 member firms and collectively represent 112,000 employees
7. 2001 RPU entered into a partnership with Chamber



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BACKGROUND CONT.

7. RPU opted to attend certain Chamber events, many at a sponsorship level higher than the amount paid.
8. Fiscal Year 2018-2019, Chamber sponsored events included:
 - A. Business Expo
 - B. Mega Mixer
 - C. KRCB Recognition Luncheon
 - D. Good Morning Riverside Sponsor
 - E. Legislative Summit
 - F. Mayor's State of the City
 - G. Inaugural Ball
 - H. Athena Luncheon
 - I. Leadership Riverside Luncheon



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BACKGROUND CONT.

10. To encourage load growth and maintain current load, RPU works with the Chamber to attract and retain businesses
11. 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
12. October 28, 2019, the Board approved an expenditure in the amount not to exceed \$68K for FY19/20 and conceptually approved the scope of services and services specifically provided to RPU
13. November 19, 2019, the City Council approved the PSA with the Chamber for \$95,500 for a term ending June 30, 2020, with two optional two-year extensions
14. The adjustment in terms to the agreement related to this report is to align and run in tandem with the City's budgetary schedule and procedures



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BACKGROUND CONT.

Chamber was instrumental in the following collaborations

1. State of California establish a Citrus Experiment Station at base of Mt. Rubidoux and then a larger statin near Box Springs Mountain
2. Establishment of March Field as an aviation training facility in 1918 by the Federal Government now know 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.

1. Chamber 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.
2. Assisted with reopening of Mission Inn Hotel and Spa
3. Assisted with Creation of Justice Center and the Cal Tower Project
4. 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
 - A. Consolidate Citywide Services
 - B. \$69,245 for Fiscal Years 2024-2026
 - i. Includes Services already budgeted
 - ii. No new services



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DISCUSSION CONT.

1. Scope of Service includes, but not limited to the following services and benefits:
 - A. Retention and expansion of local businesses
 - B. Attraction and expansion of businesses from desired industries
 - C. Support and training in key areas for businesses and entrepreneurs
 - D. Increased awareness of local programs and resources that support business
 - E. State of City
 - F. The Mission Inn Hotel & Spa Festival of Lights



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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
	Leadership Riverside Luncheon
	Festival of Lights
Community and Economic Development:	Festival of Lights
	Riverside College & Career Fair
	Business Expo/Mixer/Riv Forward
	Mayor's State of the City Address
Public Works:	Mayor's State of the City Address
	Legislative Summit
Police:	Mayor's State of the City Address
	Leadership Riverside Luncheon
Citywide:	Chamber Memberships
	Leadership Training



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COST BREAKDOWN

City - Chamber Partnerships Schedule of Sponsorships 2024-2025				
Department	Activity/Event	Description	Previous	New
Riverside Public Utilities:	Economic Development Services	Services	\$ 25,000.00	\$25,000.00
	Advertisements	Chamber Newsletter - 1 page -Monthly	\$ 15,000.00	\$15,000.00
	Advertisements	Chamber Magazine - 1 page (Every 18 mo.)	\$ 3,500.00	\$3,095.00
	KRCB	Waterwise Landscape Sponsorship	\$ 2,500.00	\$3,000.00
	KRCB Luncheon	Community Development Event	\$ 50.00	\$0.00
	Business Expo/Mixer/Riv Forward	Investment-Premier Sponsor	\$ 1,000.00	\$1,000.00
	Mega Mixer/Tradeshow/Job Fair	Investment-Premier Exhibitor	\$ 500.00	\$500.00
	GMR Sponsorship	Investment (July 2023)	\$ 1,750.00	\$1,850.00
	Legislative Summit	Table Sponsorship	\$ 600.00	\$750.00
	Mayor's State of the City Address	Table Sponsorship-Bronze	\$ 600.00	\$750.00
	Inaugural Ball	Table Sponsorship-Bronze	\$ 1,000.00	\$1,500.00
	Athena Luncheon	Table Sponsorship-Silver	\$ 1,000.00	\$1,000.00
	Leadership Riverside Luncheon	Table Sponsorship-Bronze	\$ 500.00	\$800.00
	Festival of Lights	Pass-through only	\$ 15,000.00	\$15,000.00
			\$ 68,000.00	\$69,245.00
Community and Economic Development:	Festival of Lights	Contribution for Chamber Services	\$ 7,500.00	\$7,500.00
	Riverside College & Career Fair	Booth @ Event-Partner Sponsor	\$ 2,500.00	\$2,500.00
	Business Expo/Mixer/Riv Forward	Booth @ Event-Partner Sponsor	\$ 2,500.00	\$2,500.00
	Mayor's State of the City Address	Table Sponsorship-Bronze	\$ 750.00	\$750.00
	SmartRiverside	Listing in Chamber Directory/Membership	\$ 250.00	\$0.00
			\$ 13,500.00	\$13,250.00
Public Works:	Mayor's State of the City Address	Table Sponsorship-Bronze	\$ 750.00	\$750.00
	Legislative Summit	Table Sponsorship-Congressional	\$ 600.00	\$750.00
	KRCB Luncheon	Community Development Event	\$ 400.00	\$0.00
			\$ 1,750.00	\$1,500.00
Police:	Mayor's State of the City Address	Table Sponsorship	\$ 750.00	\$1,000.00
	Leadership Riverside Luncheon	Table Sponsorship	\$ 500.00	\$800.00
			\$ 1,250.00	\$1,800.00
CityWide:	Chamber Memberships	Paid with P-Card	\$ 5,000.00	\$5,000.00
	Leadership Training	Tuition (4 ppl @ \$1950 each)	\$ 6,000.00	\$7,980.00
			\$ 11,000.00	\$12,980.00
			\$ 95,500.00	\$98,775.00



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FY22/23 DELIVERABLES

Description	Quantity
Outreach to Local Businesses	2,120
Grand Opening Celebrations	48
Online Surveys of Business Perspectives	16
Major Employer Visits	20
Businesses Contacted - Attraction/Expansion	5
Community Awareness Tour	4
Training Programs offered (IESBDC and others)	45
Business in Action Attendees	348 (Impacted 3,480)
SCORE operations have transitioned to virtual meetings	2
City Community Engagement Featured on GRCC Social Media	7
City and GRCC Partnerships in GRCC E-Publications	78
City and GRCC Partnerships in GRCC Newspaper	12
Mayor's State of the City Address	2022 (Virtual); 2023 (885)
GRCC Promotion of Mayor's State of the City Address	6
Mission Inn Hotel & Spa Festival of Lights Switch-On Ceremony Planning Meetings	10
Mission Inn Hotel & Spa Festival of Lights Switch-On Ceremony GRCC Staff Participation hours	139



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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:

1. Approve an expenditure in an amount not to exceed \$69,245 for Fiscal Years 2024/2025 and 2025/2026 with option to extend for a second two-year term to the Greater Riverside Chambers of Commerce for sponsorships and services specifically provided to the Public Utilities Department as described herein; and
2. Conceptually approve the scope of services and sponsorships specifically provided to the Public Utilities Department as described herein.



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