



DATE: September 17, 2024

TO: Mayor and Members of the City Council

FROM: John R. Gillison, City Manager

INITIATED BY: Elisa Cox, Assistant City Manager
Matt Marquez, Director of Planning and Economic Development
Tanya Spiegel, Economic Development Manager

SUBJECT: Consideration of a Professional Services Agreement with the Rancho Cucamonga Chamber of Commerce for Economic Development Services in the Amount of \$60,000. (CITY)

RECOMMENDATION:

Staff recommends that the City Council approve a Professional Services Agreement with the Rancho Cucamonga Chamber of Commerce for economic development services in the amount of \$60,000.

BACKGROUND:

Since June 1999, the City of Rancho Cucamonga ("City") has contracted with the Rancho Cucamonga Chamber of Commerce ("Chamber") to provide a variety of services and programs in furtherance of the economic development goals of the community. This has included hosting programs and events to encourage business and economic development in the community, furthering the City's business-friendly goals, and disseminating business-related materials and information. Over the years, the scope of services has changed from time-to-time as new opportunities have come up and existing programs and services were re-evaluated.

Over the last year, the City has worked with the Chamber to update the scope of services to better align resources with current and emergent economic development needs and trends. While key services and programs provided by the Chamber will remain the same, the Chamber is proposing new services and programs to enhance support for the City's ongoing economic development efforts.

ANALYSIS:

As previously noted, the City of Rancho Cucamonga has historically contracted with the Rancho Cucamonga Chamber of Commerce to provide services related to promoting businesses and enhancing economic development.

Staff is recommending that a single-source award be made to the Rancho Cucamonga Chamber of Commerce for the City's economic development efforts detailed in Exhibit A (scope of service) in the attached Agreement and as summarized below.

Chamber of Commerce's scope of services will include:

- The Chamber will provide General Economic Development Services including but not limited to Membership within the Chamber; cooperatively working with the City on marketing the region and providing relocation information to prospective businesses interested in locating their business in Rancho Cucamonga; and continue to respond to business inquiries and offer support in terms of education and representation to the business community.
- The Chamber will continue to visit local Rancho Cucamonga businesses through business visits. Chamber Board Members, Ambassadors and Staff will walk and visit service providers, manufacturers, and other businesses located in various shopping or business centers. Business resource information will be provided to the businesses including resources and information from the Rancho Cucamonga Chamber of Commerce, City of Rancho Cucamonga, City Departments and Resource Partners.
- The Chamber will continue to provide meeting, and workspace for the City's Small Business Development Center's Representative for meetings, workshops and phone conversations.
- The Chamber will host events and programs throughout the year including the Annual ShopRC Awards and Installation Dinner; Annual Vintners Celebration; Business Connection Network Meetings; Monthly Innovation Forums; Public Safety Recognition; Annual Golf Tournament (Spring Swing); Business Activities (Grand Opening/Ribbon Cutting Ceremonies, Business Mixers, New Member Receptions and Chamber Board Meetings); and the ShopRC Program.
- The Chamber will work with City of Rancho Cucamonga on the annual Rancho Cucamonga State of the City event.
- The Chamber will collaborate with the City's Economic Development Department for the Annual Hiring Fair and Manufacturing Month.
- The Chamber will continue to partner with the City and the Inland Empire Small Business Development Center for focused business educational workshops on entrepreneurship, leadership, and other topics of interest to the business community.

The term of this Agreement is valid for one (1) year, from, July 1, 2024, through June 30, 2025, and will renew on an annual basis automatically unless terminated by either party upon a thirty (30) day written notice by June 1st. Notice is to be received no later than May 1st.

The City recognizes that the Rancho Cucamonga Chamber of Commerce continues to provide valuable services which support the business community and encourage economic development across the city. The City/Chamber partnership is essential in our efforts to address the needs and interests of our local businesses.

FISCAL IMPACT:

The City's fiscal year 2024/25 budget allocates funding for the Chamber of Commerce's scope of services in 10011001-5300 (General Fund, Contract Services). Economic Development services will be provided on an annual basis for \$60,000 each year for this Professional Services Agreement.

COUNCIL MISSION / VISION / VALUE(S) ADDRESSED:

This item addresses the City Council's Core Values of *"Providing and nurturing a high quality of life for all"*, *"Intentionally embracing and anticipating the future"*, and *"Equitable prosperity for all"* by ensuring that Rancho Cucamonga's vibrant economy ensures prosperity and opportunities now and in the future. It also addresses the Vision and Goals of the General Plan by establishing Rancho Cucamonga as the cultural and economic hub of the Inland Empire.

ATTACHMENTS:

Attachment 1 - Exhibit A: Rancho Cucamonga Chamber of Commerce PSA