



CITY OF POMONA COUNCIL REPORT

October 6, 2025

To: Honorable Mayor and Members of the City Council

From: Anita D. Scott, City Manager

Submitted by: Ata Khan, Deputy Director, Office of Economic and Business Affairs

Subject: **APPROVING FUNDING OF \$50,000 TO THE POMONA CHAMBER OF COMMERCE FOR FISCAL YEAR 2025-2026 IN ACCORDANCE WITH THE DEFINED DISBURSEMENT SCHEDULE**

RECOMMENDATION:

It is recommended that the City Council approve funding for the Pomona Chamber of Commerce (the "Chamber") for Fiscal Year 2025-2026 in the amount of \$50,000 to be disbursed in four equal quarterly payments of \$12,500 at the beginning of each quarter.

EXECUTIVE SUMMARY:

The Pomona Chamber of Commerce has requested financial assistance from the City for the 2025-2026 Fiscal Year. The City Council will consider authorizing an expenditure of \$50,000 from its 2025-2026 Fiscal Year budget to fund the Pomona Chamber of Commerce for the purposes of maintaining the City's membership with the Chamber, funding economic development activities, and assistance in paying office space rent in Downtown Pomona.

SB1439/GOVERNMENT CODE §84308 APPLICABILITY:

☐ When this box is checked, it indicates the agenda item is subject to the Levine Act SB1439 requirements. Councilmembers are reminded to check their campaign contributions and determine whether they have received a campaign contribution of \$500 or more that would require disclosure and/or recusal from discussing or acting on this agenda item. Campaign contributions of \$500 or more made 1) by any person or entity who is identified in the agenda report as the applicant or proposer or 2) on behalf of the applicant or participant, including a parent, subsidiary or otherwise related business entity, or 3) by any person who has a financial interest in the agenda item requires a councilmember to comply with SB1439.

FISCAL IMPACT:

Funding in the amount of \$50,000 for the Chamber of Commerce is available in the Fiscal Year 2025-2026 General Fund Budget (101-0101-52188-00000).

PREVIOUS COUNCIL ACTION:

Following the dissolution of Redevelopment in 2012, the City Council has provided General Fund financial assistance annually to the Chamber of Commerce.

BACKGROUND:

Following the dissolution of redevelopment funding in 2012, the City has taken on the Chamber's needs for financial assistance by allocating \$50,000 from its General Fund in the City's annual operating budget. The Council adopted the 2025-2026 fiscal year budget with \$50,000 set aside for the Chamber. Before that money can be released, the Chamber must first approve its own budget and outline which programs and services the City will be receiving and how the funds will be allocated in this fiscal year. A copy of the Chamber's approved budget for Fiscal Year 2026-2026 can be found in Attachment No. 1.

DISCUSSION:

The Chamber has submitted a proposal for the use of City funds in the amount of \$50,000. The Chamber is proposing to use \$28,800 for payment of office space rent from July 2025 through June 2026.

The Chamber will credit the City \$10,000 for Chamber membership and Title Sponsorship of all signature events, which includes a reserved table with eight tickets (8-seatings) and recognition. As a Chamber Member, the Chamber will promote the City's on-going community events and services. In the event that the Chamber is unable to host in-person signature events for this fiscal year 2025-2026, the Chamber plans to reallocate sponsorship funds (\$10,000) towards the following, in support of business economic development:

- Assist all businesses in applying for Grant Funding Opportunities through City, state, and federal programs.
- In partnership with Pomona's Promise, the Chamber will host quarterly workshops focusing on business development and access to capital.
- In partnership with Cal Poly Innovation Hub engage with all businesses to offer resources such as access to capital, formation of business entities, HR resources, marketing resources, etc.
- In partnership with America's Job Centers of California and San Antonio ROP, Chamber will host a Pomona Valley Business Expo in late Fall.

Chamber President & CEO Monique Robles proposes to use the balance of the City assistance of

\$11,200 towards Economic Development Activities, such as promotion of Business-to-Business Development Workshops. Of that balance, the Chamber plans to set aside \$9,000 for marketing of the City including the promotion of a new Pomona Magazine & Directory, related business attraction materials to include brochures, flyers and towards the production of promotional videos and social media posts. Lastly, the Chamber will allocate the remaining \$2,200 to continue business education and welcoming programs, i.e. workshops, technical assistance, ribbon cuttings and business councils.

The Chamber has provided the following annual report update:

The Chamber is a nonprofit 501(c)(6) membership-driven organization, governed by a 23-member Board of Directors and supported by both full-time and part-time staff. Funding sources include membership dues, annual sponsorships, fundraisers, grants, and city funding. Its mission is to promote economic opportunity and leadership within the business community, while its vision emphasizes driving transformative economic growth and innovation through partnerships, advocacy, and leadership.

This past year has been incredible for us at the Chamber, we welcomed over 79 new members and kept an amazing 89% retention rate, which is higher than the industry average. That brings us to 408 members total, the most we've ever had in Chamber history!

On the economic development side, we've been proud to serve as co-chair of the city's Economic Development Committee. We've hosted two business-to-business workshops with the City of Pomona and Western University of Health Sciences, giving our members tools to grow and connect. We also worked hard to advocate for stronger enforcement of street vending ordinances and pushed for business-friendly updates in the city's new zoning code.

Some of our biggest highlights this past year include moving into our new storefront office in Downtown Pomona and hosting our very first Job, Career & Entrepreneur Expo with AJCC and San Antonio ROP. We were also proud to nominate 52 local businesses for the ICIC access-to-capital program, helping them gain access to resources that support growth. On top of that, we secured the opportunity to co-host the California Hispanic Chamber of Commerce Convention in August, a huge win not just for us, but for the entire Pomona community!

Beyond events and economic development, we're also deeply engaged in community leadership. We serve on boards and committees like Pomona's Promise, the Conrad Hilton Foundation Leadership Team, Cal Poly Pomona's Innovation Hub, and the Fox Cultural Foundation. Through these partnerships, we're able to connect our work directly to the greater needs of Pomona, strengthening both our business community and civic life.

Staff is in support of the Chamber's plans for the allocation of the \$50,000. Upon approval, Staff is proposing that disbursement of the \$50,000 to the Chamber be the same as in past years, which has been in four equal payments of \$12,500 made at the end of each quarter of the 2025-2026 Fiscal Year.

ATTACHMENT(S):

Attachment No. 1 - Chamber FY 2025-2026 Approved Budget