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# CITY OF POMONA COUNCIL REPORT

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October 15, 2018

To: Honorable Mayor and Members of the City Council  
From: Linda Lowry, City Manager  
Submitted by: Kirk Pelser, Deputy City Manager  
Subject: **Approving Funding of \$50,000 to the Pomona Chamber of Commerce In Accordance with the Defined Disbursement Schedule**

## OVERVIEW

**Recommendations** - That the City Council approve funding for the Pomona Chamber of Commerce (the “Chamber”) for Fiscal Year 2018-2019 in the amount of \$50,000 to be disbursed in four equal quarterly payments of \$12,500 at the end of each quarter.

**Fiscal Impact** – Funding in the amount of \$50,000 for the Chamber is available in the 2018-2019 Fiscal Year Budget.

**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.

## EXECUTIVE SUMMARY

The Pomona Chamber of Commerce has requested financial assistance from the City for the 2018-2019 Fiscal Year. The City Council will consider authorizing an expenditure of \$50,000 from its 2018-2019 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 at Mission Promenade.

## 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 2018-19 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 2018-2019 is attached.

## **DISCUSSION**

The Chamber has submitted a proposal for the use of City funds in the amount of \$50,000. The Chamber is proposing that \$22,500 will be used for office rent at Mission Promenade from July 2018 through June 2019. The Chamber has been paying monthly rent to the Pomona Successor Agency in the amount of \$1,500 per month. Starting in October 2018 the Chamber will be paying rent to the new property owner in the amount of \$2,000 per month. The Chamber will allocate \$1,500 for the upcoming expenses related to an office relocation. The Chamber office is moving to a different space within the Mission Promenade building. The Chamber's intention is to remain located adjacent to City Hall to better serve the business community.

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.

Chamber Executive Director Erica Frausto proposes to use the balance of the City assistance of \$16,000 towards Economic Development Activities. Of that \$16,000 the Chamber plans to set aside \$10,000 for marketing of the City including the promotion of a new City map and related business attraction materials to include brochures, flyers and towards the production of promotional videos. Lastly, the Chamber will allocate the remaining \$6,000 to continue business education and welcoming programs, i.e. workshops, technical assistance, ribbon cuttings and business councils.

## **CONCLUSION**

Staff is in support of the Chamber's plans for the allocation of the \$50,000. If funding is approved, 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 2018-2019 Fiscal Year.