



CITY OF POMONA COUNCIL REPORT

September 9, 2019

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**

RECOMMENDATION:

It is recommended that the City Council approve funding for the Pomona Chamber of Commerce (the "Chamber") for Fiscal Year 2019-2020 in the amount of \$50,000 to be disbursed in four equal quarterly payments of \$12,500 at the end of each quarter.

EXECUTIVE SUMMARY:

The Pomona Chamber of Commerce has requested financial assistance from the City for the 2019-2020 Fiscal Year. The City Council will consider authorizing an expenditure of \$50,000 from its 2019-2020 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.

FISCAL IMPACT:

Funding in the amount of \$50,000 for the Chamber is available in the 2019-2020 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.

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 2019-20 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 2019-2020 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 \$24,000 for payment of office rent at Mission Promenade from July 2019 through June 2020.

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 President & CEO Monique Manzanares proposes to use the balance of the City assistance of \$16,000 towards Economic Development Activities, such as Collaborating with the City to host an Opportunity Zone Summit in 2019. 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, Pomona Magazine & Directory 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.

Chamber Provided Update

In the fiscal year of 2018-2019, the Pomona Chamber of Commerce was successful in acquiring 61 new members. In addition, the Chamber has extended its Network from South Pasadena through the Inland Empire. On August 1, 2019 the Pomona Chamber hosted a Multi-Chamber Networking Mixer with 15 different Chambers in attendance highlighting the City of Pomona and its venues such as the Farm at Fairplex (where the event took place). In addition, the Chamber has showed a strong presence in supporting Economic Development. Monique Manzanares, President & CEO of the Chamber, has attended many workshops locally and statewide to gain insight on how to attract capital investment, engage the business community to better understand its needs, and ways to enhance workforce development efforts within the City of Pomona. Currently, Monique is the Co-Chairwoman for the College, Career & Workforce Development Task Force and LA/P3 and the Co-Chairwoman for the Economic Development Committee through Pomona's Promise Initiative.

CONCLUSION

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 2019-2020 Fiscal Year.

ATTACHMENTS:

- 1) Chamber FY 19/20 Approved Budget