



# CITY OF POMONA COUNCIL REPORT

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September 20, 2021

To: Honorable Mayor and Members of the City Council

From: James Makshanoff, 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 2021-2022 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 2021-2022 Fiscal Year. The City Council will consider authorizing an expenditure of \$50,000 from its 2021-2022 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 2021-2022 Fiscal Year Budget (101-0101-52188).

## **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 2021-22 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 2021-2022 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 2021 through June 2022.

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 2021-2022, the Chamber plans to reallocate sponsorship funds (\$10,000) towards the following, in support of business economic recovery efforts:

- Assist all businesses in applying for Grant Funding Opportunities through local, state, and federal programs.
- In partnership with PPE UNIT, the Chamber will be the host agency for PPE pick-up for Pomona businesses.

Chamber President & CEO Monique Manzanares proposes to use the balance of the City assistance of \$16,000 towards Economic Development Activities, such as assisting the Economic Development Committee in outreach efforts for the Property Business Improvement District (PBID) proposed project along the East Holt Corridor. 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, Pomona Eateries Guide and 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 \$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 2020-2021, the Pomona Chamber of Commerce was successful in acquiring 42 new members. In addition, the Chamber hosted "Help Create Your Online Presence" Webinar in partnership with Google Business, created a COVID-19 Restaurant Guide in partnership with Pomona Promise Economic Development Committee, hosted Virtual Coffee Connections every Friday focusing on the importance of Mental Health & provided resources, hosted COVID-19 Return to Work Webinar, hosted (2) Active Pomona Workshops, partnered with the City of Pomona

Planning Division to educate businesses on how to apply for outdoor use permits, and hosted Landlord Webinar in partnership with Pomona Promise Economic Development Committee to educate Landlords on available resources and tenant rights.

The Pomona Chamber of Commerce accomplishments & recognitions in 2020-2021:

- Recognized by ICIC-Inner City Capital Connections as being the one of the Top Nominators Nationally for businesses to receive access to Capitol in 2019 & 2020.
- Pomona Chamber President & CEO Monique Manzanares was nominated to receive CEO of the Year by the Los Angeles Business Journal in 2020.
- Award of Recognition in 2019-2020 from Pomona Unified School District for being a Community Champion.
- Award of Recognition in 2020 from Los Angeles County Workforce Development & Aging Communities Division for advancing the CHERP Solar Power Program.

**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 2021-2022 Fiscal Year.

**ATTACHMENTS:**

- 1) Chamber FY 2021-2022 Approved Budget