


STAFF REPORT

CITY OF YORBA LINDA

Administration

DATE: AUGUST 17, 2021

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: PAMELA STOKER, ECONOMIC DEVELOPMENT MANAGER 

SUBJECT: TWO-YEAR SERVICE AGREEMENT BETWEEN THE CITY OF YORBA LINDA AND THE YORBA LINDA CHAMBER OF COMMERCE

RECOMMENDATION

It is recommended that the City Council approve and authorize the Mayor to execute a Service Agreement ("Agreement") between the City of Yorba Linda and the Yorba Linda Chamber of Commerce in the amount of \$25,000 per year, for a two-year period, covering fiscal years 2021/22 and 2022/23.

BACKGROUND

The City of Yorba Linda continues to benefit by supporting and promoting its local businesses through the Yorba Linda Chamber of Commerce. For many years now, the City has contracted with the Chamber of Commerce to perform the ministerial and administrative functions associated with promoting the interests of the City, including hosting programs to encourage business and economic development in the community, furthering the City's business-friendly goals, and disseminating business related materials and information.

DISCUSSION/ANALYSIS

As previously noted, the City of Yorba Linda has historically contracted with the Yorba Linda Chamber of Commerce to provide services related in promoting City interests and business and economic development services. The prior two-year Agreement expired on June 30, 2021; however, to allow time to meet with Chamber representatives and discuss additional contract requests, a three-month extension to the 2019/2021 contract was executed prior to the expiration date.

Council, Chamber and City representatives met last month to discuss the contract terms in detail. The Chamber made a request for financial relief due to the impacts of Covid and the inability for the entity to hold its funding raising events in 2020. As a result of that meeting,

it was decided and mutually agreed upon to leave the contract terms in place as was defined in the prior contract period. However, the City is sympathetic to circumstances associated with canceled events and the impacts the pandemic has had upon our local Chamber of Commerce. As such, the City has identified Covid relief funds through the City's Community Development Block Grant program and intends to award one-time relief funds in the amount of \$20,000. The funds will be distributed through the Small Business Relief process within 30 days.

Therefore, the Chamber is requesting the City Council consider a new two-year agreement for the period beginning July 1, 2021 through June 30, 2023. The proposed Agreement (Attachment A) consists of all the same terms and conditions as the prior two-year contract. A summary of several of the deliverables pursuant to this contract are described below for the City Council's reference.

- Chamber will continue to partner with the City in hosting the annual State of the City event. The roles and responsibilities associated with this special event are more clearly defined in Exhibit A of the proposed contract. As negotiated and agreed upon, the net proceeds, if any, from hosting the event will be divided equally between the Chamber and the City.
- Chamber will continue to sponsor and host other events which have a direct benefit to the City, including the annual Mayor's Prayer Breakfast, City Council Candidates Forum, and the Annual Police, Fire & Emergency Services Breakfast.
- As part of a business outreach program, the Chamber will continue to host quarterly Business Alliance meetings, for which property owners and/or business managers are invited to attend. Participation also includes City staff and representatives from the local sheriff, fire and water departments.
- The Chamber will continue to visit local Yorba Linda businesses through their Business Walkabout Program. Chamber board members, along with a City Council representative and City staff, visit local commercial centers and business parks to offer an introduction to the City's key business leaders. The intent is to explain services that are available to our Yorba Linda businesses and solicit input from commercial operators.
- The Chamber will continue to sponsor several community events, which provide benefit to both commercial businesses and residents alike, such as the Taste of Yorba Linda, Restaurant Week, e-waste collections and document shredding days.

Therefore, the City recognizes that the Chamber continues to provide valuable services which support the business community and encourage economic development in Yorba Linda. The City/Chamber partnership is essential in our efforts to address the needs and interests of our local businesses, while maintaining a positive retail environment.

FISCAL IMPACT

The Agreement provides for an annual payment in the amount of \$25,000. Funding has been included in the City's operating budget under the Economic Development division for both FY 2021/22 and FY 2022/23. (Acct # 1010180-430200)

ALTERNATIVES

The City Council may wish to consider additional or revised terms to the Agreement prior to taking action. Any requested changes would need to be discussed with the Chamber Executive Board prior to acceptance.

ATTACHMENTS

- A. Attachment A - Proposed Agreement with the Yorba Linda Chamber of Commerce for the period of July 1, 2021 through June 30, 2023

Approved by:

Certified as to Fiscal Impacts:



Mark A. Pulone
City Manager



Dianna Honeywell
Finance Director