



STAFF REPORT

CITY of YORBA LINDA

ADMINISTRATION DEPARTMENT

DATE: JULY 15, 2025

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: COLLEEN CALLAHAN, ECONOMIC DEVELOPMENT MANAGER

SUBJECT: TWO-YEAR PROFESSIONAL SERVICES 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 Professional Services 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 2025/26 and 2026/27.

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

As previously noted, the City of Yorba Linda has historically contracted with the Yorba Linda Chamber of Commerce to provide services related to promoting businesses and enhancing economic development. The current two-year agreement expired on June 30, 2025, and a new two-year contract is under consideration to cover the 2025/26 and 2026/27 fiscal years.

Chamber and City representatives have met over the past couple of months to discuss the contract terms in detail. As a result of those discussions, it was mutually agreed that most of the existing contract terms would remain in place during the new contract period with the focus on the following:

- As part of a business outreach program, the Chamber will continue responding to business inquiries and providing support through education and representation for the business community. The Chamber will also maintain its Business Walkabout Program, visiting local Yorba Linda businesses. Chamber board members, along with

TWO-YEAR PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF YORBA LINDA AND THE YORBA LINDA CHAMBER OF COMMERCE

Page | 2

Councilmembers and City staff, will visit local commercial centers and business parks to introduce themselves to the City's key business leaders. The goal is to explain available services to Yorba Linda businesses and gather input from commercial operators.

- Work more closely with the City, especially promoting the Shop Dine Support campaign.
- Seek additional and innovative ways to encourage and involve the community in supporting Yorba Linda businesses.

In line with the goals and spirit of the Agreement, some additional modifications and minor clean-up items were addressed.

- The Yorba Linda Chamber of Commerce Bylaws were added as a reference and attachment to help clarify when needed, and to ensure that performance measurements outlined in the City Agreement align with the mission and vision of the Chamber Board of Directors.
- Clarify that the Yorba Linda Chamber members' survey is to be conducted *annually*. A *summary* of the results is to be made available to the Chamber Board of Directors, Chamber Members, City Council, and City staff. At the request of the City Council and the City staff, a detailed version of the survey can be provided.
- Add *social media and electronic mail* aspects for disseminating educational and promotional business information.
- Coordinate and share pertinent business-related items and related inquiries with City Staff regularly. Additionally, this information is to be included as part of the *quarterly report* to the City Council.
- Compile and publish information relevant to the business community (e.g., Business Directory List and Community Guide) as deemed necessary. By 2027, in coordination with the City create a preliminary schedule outlining the process for the preparation of an updated City Information Pamphlet including the City trails map. Hard copies and digital files to be provided to the City for general dissemination purposes and in time for the 2028 Olympics.
- Removed the *Mayor's Prayer Breakfast* as a supported and implemented program from Exhibit A as this is not a City or Yorba Linda Chamber of Commerce event, but coordinated by a private entity.
- Added the Yorba Linda *Best of the Best* program. This is an annual awards program where the community can vote for their favorite Yorba Linda business across 48 categories. The winners will be recognized during a luncheon ceremony.

TWO-YEAR PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF YORBA LINDA AND THE YORBA LINDA CHAMBER OF COMMERCE

Page | 3

The City recognizes the ongoing contributions of the Yorba Linda Chamber of Commerce in providing valuable services that support the local business community and advance economic development efforts. The continued partnership between the City and the Chamber remains essential to meeting the needs of Yorba Linda's businesses and cultivating a vibrant, business-friendly 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 2025/26 and FY 2026/27.

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

1. Proposed Agreement with the Yorba Linda Chamber of Commerce for the period of July 1, 2025 through June 30, 2027
 2. Exhibit B – State of the City Tasks
 3. Exhibit C – By-Laws
-