



Legislation Text

File #: RES 17-0115, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Mark Danaj, City Manager

FROM:

Andy Sywak, Economic Vitality Manager

SUBJECT:

Resolution No. 17-0115 Approving the Chamber of Commerce Work Plan Contract (Economic Vitality Manager Sywak).

ADOPT RESOLUTION NO. 17-0115

RECOMMENDATION:

Staff recommends that Council adopt the resolution approving an agreement with the Chamber of Commerce (Attachment 1 - Resolution 17-0115), review the draft of the FY 2017-18 work plan and provide direction on which work items the City would like to fund.

FISCAL IMPLICATIONS:

In the FY 2017-18 Budget, funds totaling \$100,000 were appropriated for Economic Development Partnerships. Funding for the Chamber would be provided from this account.

BACKGROUND:

During the budget discussion, Council requested that an item be added to a future agenda regarding funding the Chamber. On August 1, staff presented this as a discussion item with a rough draft of a work plan provided by the Chamber. Council directed staff to work with the Chamber to come back to Council with a work plan for approximately \$40,000-\$60,000 (Attachment 2 - Proposed FY 2017-18 Chamber Work Plan). The Council gave further direction to provide a budget with more details about deliverables for each item on the Chamber's work plan.

DISCUSSION:

The Chamber work plan and accompanying agreement (Attachment 3 - Contract with Chamber of Commerce) lists out several programs and services intended to improve the local economy. These can be broadly divided into services that 1) look to improve the hospitality climate in Manhattan Beach through producing better marketing materials and more strategic outreach; and (2) provide programs to improve local business engagement and education.

Local Marketing Programs

- Visitor Business Map (\$12,750) - Create a high-quality, city-wide business map.
- Online Visitor Resource (\$25,000-\$30,000) - Optimize web resources to better curate visitor

experience in Manhattan Beach and offer visitor resources.

- LAX Hotel Outreach (\$5,000) - Outreach to LAX hotels to promote Manhattan Beach to guests.
- Hospitality Committee (\$5,000) - Chamber will convene quarterly meetings.

Business Education and Engagement

- Small Business Education Seminars (\$6,000) - Work with local Small Business Development Center (SBDC) to offer classes and seminars to local businesses.
- Collaborative Town Hall Forum (\$3,000) - Chamber to produce town hall to engage businesses with city officials.
- Sponsorship of Young Entrepreneurs Academy (\$500-8,000) - City sponsorship of local youth program.

The Council is encouraged to review the Chamber's Work Plan and provide direction over what specific work items they would like to provide funding for. The draft agreement will be modified accordingly.

POLICY ALTERNATIVES: Not applicable.

PUBLIC OUTREACH/INTEREST:

After analysis, staff determined that public outreach was not required for this issue.

ENVIRONMENTAL REVIEW

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

LEGAL REVIEW

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

Attachment/Attachments:

1. Resolution No. 17-0115
2. Proposed FY 2017-18 Chamber Work Plan
3. Contract with Chamber of Commerce