



Legislation Text

File #: 25-0127, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Talyn Mirzakhonian, City Manager

FROM:

Patricia Matson, Senior Management Analyst

SUBJECT:

Consideration of a Status Update Regarding the Fiscal Year 2024 - 2025 Chamber of Commerce Work Plan Agreement (No Budget Impact) (City Manager Mirzakhonian).

RECEIVE AND FILE

RECOMMENDATION:

Staff recommends that the City Council receive and file the status update regarding the Fiscal Year (FY) 2024-2025 Chamber of Commerce Work Plan agreement.

FISCAL IMPLICATIONS:

There are no fiscal implications associated with the recommended action. However, it should be noted that the value of the FY 2024-2025 contract amounts to \$29,585.

BACKGROUND:

At the July 2, 2024, City Council meeting, City Council adopted Resolution No. 24-0081 approving the FY 2024-2025 Chamber of Commerce Work Plan agreement in the amount of \$29,585. The agreement requires the Chamber to provide a six-month status report on tasks completed. Per the agreement, the City will also receive an additional report from the Chamber on or before June 30, 2025, with detailed information on overall project management and achievement of goals in comparison to the work plan and budget outlined in the agreement.

DISCUSSION:

Consistent with prior agreements, the Chamber of Commerce (i.e. Chamber) Work Plan agreement (Attachment) lists several programs and services proposed by the Chamber that are intended to improve the local economy. These services aim to: 1) improve the hospitality climate in Manhattan Beach through production of better marketing materials and more strategic outreach; 2) provide programs to improve local business engagement and education; or 3) continue sponsorship of events hosted by the Chamber.

As required by the agreement, the Chamber has provided their status report, titled the "Semi Annual Work Plan Progress/Update" (Attachment). The Chamber has reported on all six work plan items

identified in the agreement and included an approved replacement for the designated Fall Event.

The Chamber typically hosts a fall event such as the Best of Manhattan Awards or Bite at the Beach. A fall event was not held; however, the Chamber Board of Directors identified an opportunity to host a Community Preschool Fair and Expo. The Fair will support our local preschools and will provide families, including those recently displaced by the fires and welcomed into the City, with information about available services. The event will be held on March 23, 2025 at the Adventure Plex. Please note, the fall event detailed within the agreement was allocated \$5,000 due to its size given that the scale of the Fair is smaller, the City will be contributing a lowered amount of \$1,000 for the event.

It is important to highlight that the previous Chamber CEO resigned in mid-January and the Chamber Board has established a Task Force to search for a replacement. In the interim, Board Chair David Curry, as well as other Board members, have been working to provide the services set forth in the agreement.

The attached report provides an in-depth look at the status of each of the work plan items identified in the agreement's Scope of Services. The following identifies the items that are in progress, complete, and pending:

In progress work plan items include:

1. Location Analytics and Marketing Reports
2. Young Entrepreneurs Academy (YEA)
3. Community Preschool Fair/Expo (replacement for Fall Event)
4. State of the City

Completed work plan items include:

1. Business Safety/Education Seminar - 1 of 2 - "Tips for Navigating City Permits Successfully"
2. Mayor's Lunch

Pending work plan item:

1. Business Safety/Education Seminar - 2 of 2

CONCLUSION:

Staff recommends that the City Council receive and file the status update regarding the FY 2024-2025 Chamber of Commerce Work Plan agreement.

PUBLIC OUTREACH:

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 CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the 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.

ATTACHMENTS:

1. Semi Annual Work Plan Progress/Update (Provided by Chamber of Commerce)
2. Agreement - Chamber of Commerce