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Staff Report for a Resolution Approving a Consulting Services Agreement with the San Leandro Chamber of Commerce for \$50,000 to Support New and Ongoing Economic Development Services

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council adopt the attached Resolution Approving a Consulting Services Agreement with the San Leandro Chamber of Commerce for \$50,000 to Support New and Ongoing Economic Development Services.

BACKGROUND

For several years, the City, and previously the former Redevelopment Agency, has executed Consulting Services Agreements with the San Leandro Chamber of Commerce to provide financial support and for the performance of specific tasks that advance San Leandro’s economic development goals. The proposed Agreement includes a number of events and services - detailed below - and covers Fiscal Year 2017-18.

Analysis

The City of San Leandro’s Economic Development Division is constantly exploring opportunities to leverage resources in the private sector to advance economic development goals and initiatives. With a membership of San Leandro businesses, the Chamber of Commerce is particularly well-situated to assist with events and activities that require outreach to the business community. The Agreement will be funded through an existing General Fund appropriation.

Based on discussions between City staff and the Chamber, the parties have arrived at the following scope of services for the proposed Agreement.

1. San Leandro by Design

Develop and manage three San Leandro by Design events to tentatively include:

- an industry-specific event with curated invitation of local makers, suppliers and developers to connect and do business;
- a discovery bus tour of thriving TODs in the bay area;
- a panel discussion of the TOD plan for the Bay Fair area, its connectivity plan, and how it will enhance the surrounding businesses.

The City of San Leandro will be listed and promoted as a prime sponsor of each event.

2. Career Pathways Trust

The Chamber will continue to develop, in partnership with the two school districts and the City, opportunities through the San Leandro Career Pathways System for local companies to provide accredited on-the-job experience for high school students; and career “familiarization” opportunities for K-8 students.

Additionally, the Chamber will coordinate three events designed to build linkages between traditional and new/modern manufacturing companies to facilitate sharing of expertise and workforce development programs and mentorship opportunities to support the budding maker community.

These events are:

- Summer Internship Program (July 2018),
- National Manufacturing Day (November 2017), and
- Career Expo Day (March 2018).

3. Business Support Services

The Chamber will coordinate forums, round table discussions and presentations offering expertise that can benefit businesses, create visions for the future, and collaborate around common issues for small to medium sized businesses. This initiative will expand the Entrepreneurs Business Forum platform to include platforms for business education seminars as part of National Small Business Week. Tentative programs within this service include:

- Meet Our Manufacturer meetings (2 per quarter), and
- National Small Business Week (April 29th through May 5th, 2018).

Working with Community Development staff, the Chamber will align Business Support Services with the City's economic development strategy outlined in the General Plan 2035 and the Next Generation Workplace District Study.

4. Destination San Leandro

The Chamber will promote San Leandro events in arts, culture, and recreation aimed at inviting the community and others to enjoy and learn about the City. Tentative efforts within this program include:

- Multicultural Mixer (July 2018),
- Ongoing collaboration and promotion of community events, business activities, and new

developments via calendar, email, and social media outlets, and

- Welcome to San Leandro - exploration of a welcome and informational packet for new businesses and residents in San Leandro.

Previous Actions

The most recent Agreement with the Chamber of Commerce was approved by City Council on November 7, 2016 (Resolution 2016-144).

Legal Analysis

This Agreement was reviewed by the City Attorney and approved as to form.

Fiscal Impacts and Budget Authority

This agreement with the San Leandro Chamber of Commerce costs \$50,000 and is included in the 2017-18 budget for Chamber support in Account 010-14-010-8513 Non-Departmental Community Investment.

ATTACHMENT(S)

Attachment(s) to Resolution

- Agreement

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