



Legislation Details (With Text)

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Staff Report for a City of San Leandro City Council Resolution to Approve 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 approve the attached Resolution that would approve and authorize the City Manager to execute a consulting services agreement between the City and the San Leandro Chamber of Commerce for \$50,000 to support new and ongoing Economic Development services.

BACKGROUND

The City of San Leandro is continually exploring opportunities to leverage resources in the private sector to advance economic development goals and initiatives. With its membership of San Leandro businesses, the Chamber of Commerce is particularly well-positioned to assist with events and activities that require outreach to the San Leandro business community. The proposed Consulting Services Agreement provides for the performance of specific tasks that help to advance San Leandro's economic development goals during Fiscal Year 2019-20.

Analysis

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

1. Workforce Development

The Chamber will create and promote programs to establish viable interest and engagement with the business community and the Career Pathways classes taught at San Leandro High School, including:

- Student Manufacturing Day - Fall 2019. This event is utilized as a catalyst to introduce students to the maker industry and educational institutions. The Chamber engages and coordinates with local manufacturing companies to offer tours for students to celebrate the manufacturing history of San Leandro. Chabot College also introduces the students to courses available in their areas of interest.
- Career Day - March 2020. This day is coordinated to expose local high school students to companies within San Leandro. Over 40 advanced manufacturing businesses, from traditional to new, are invited to attend this expo to share their expertise, and to guide students to plan for their future careers.
- Job Fair - April 2020. This event champions the initiative of local job-seekers connecting with local job opportunities within multiple industries and disciplines in San Leandro.
- Summer Internship Program - June/July 2020. This program includes a formal interview day for the host businesses to meet their potential intern(s), intern placement, and an internship farewell to share highlights and learning experiences of their internship.

2. Business Support Services

The Chamber will coordinate forums, roundtable discussions, presentations, and meet-up events that offer expertise that can benefit businesses, create visions for the future, collaborate and connect around common issues to maintain a business ecosystem. Events include:

- National Manufacturing Week - October 2019. An industry meet-up event in celebration of San Leandro's dense and impressive manufacturing sector. The Chamber will provide the platform, marketing, promotion, support for the event and sign-up for tour participation of six companies.
- National Small Business Week 2020. The Chamber will provide the platform for short business education seminars, including website development, marketing, QuickBooks training, professional headshots, and more. Promotion will be boosted with a direct mail piece.
- Meet Our Businesses. The Chamber will coordinate small, intimate tours and conversations, inviting the Mayor and City Council members to join in getting to know and understand business owners and their industries. These meetings will be ongoing, with the goal to schedule two per quarter. Chamber staff will work in conjunction with the City's Economic Development staff to ensure the Mayor has ample time for briefing on current projects and/or concerns.

3. Economic Development

The Chamber will develop and manage a San Leandro by Design event, to tentatively include:

- Shoreline Development - June 2020. The Chamber will organize a walking tour of Cal-Coast's development plans. Cal-Coast will showcase the vision for the development as participants explore the shoreline, eventually leading to a post-event mixer at a shoreline location.

Previous Actions

The previous Agreement with the Chamber of Commerce was approved by City Council on October 1, 2018 (Resolution 2018-125), with a term covering Fiscal Year 2018-19.

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 will cost \$50,000 and is included in the 2019-20 Adopted Budget in Account 010-14-010-8513 Non-Departmental Community Investment.

ATTACHMENT(S)

Attachment(s) to Resolution

- Consulting Services Agreement

PREPARED BY: Lars Halle, Development Coordinator, Community Development