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Staff Report for a Resolution of the City of San Leandro City Council 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 adopt the attached Resolution that would approve 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 the 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 2018-19.

**Analysis**

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

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

- *Downtown Development* - The Chamber will host an event to highlight exciting developments in Downtown San Leandro. The event will begin with an onsite presentation of the proposed Sansome Pacific mixed-use development project at the former CVS site at 1188 East 14<sup>th</sup> Street, followed by a brief walking tour of Downtown San Leandro showcasing other upcoming developments and new businesses, ending with a mixer at a Downtown San Leandro location.

## 2. Workforce Development

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

- *National Manufacturing Day* - November 2018. This event serves as a regional catalyst to introduce students to the maker industry and educational institutions. The Chamber coordinates tours of local manufacturing companies for students to learn more about the manufacturing history of San Leandro. Chabot College then introduces them to educational courses available in their areas of interest.
- *Career Expo Day* - March 2019. This expo is coordinated to expose local high school students to companies within San Leandro. Typically, over 40 businesses participate in this expo to share their knowledge and expertise, and provide career guidance to students.
- *Summer Internship Program* - June/July 2019. This program includes a formal interview day, an expansion of the cyclic internship, and a video to highlight and promote the program and participating employers.

## 3. 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 2018. The Chamber will provide the platform, marketing, promotion, and support for an industry meet-up and onsite tours for National Manufacturing Day on October 5.
- *National Small Business Week 2019*. The Chamber will once again host local businesses for National Small Business Week. All local businesses would have access to *free* business education seminars covering such topics as website development, marketing, QuickBooks training, and more. Participating businesses would work with partners, including SCORE (Service Corps of Retired Executives) and the BBB (Better Business Bureau).

- *Meet Our Manufacturers.* The Chamber will host eight small and intimate tours and conversations, inviting the Mayor and City Council members to join in getting to know and understand business owners and their industries.

#### 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 San Leandro. Activities include:

- *Ongoing collaboration and promotion of community and business events.* This includes promoting new developments, locations, and social amenities utilizing email and social media outlets.
- *Welcome to San Leandro.* In collaboration with Economic Development staff, the Chamber will explore branding and industry trends in order to assemble a welcome packet for new businesses and residents.

#### **Previous Actions**

The previous Agreement with the Chamber of Commerce was approved by City Council on February 20, 2018 (Resolution 2018-014), with a term covering Fiscal Year 2017-18. The Chamber provided its Annual Presentation, providing an overview of its mission, membership, and annual events and programs on April 2, 2018.

#### **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 in Account 010-14-010-8513 Non-Departmental Community Investment.

#### **ATTACHMENT(S)**

##### **Attachment(s) to Resolution**

- Consulting Services Agreement
- Scope of Services

**PREPARED BY:** Lars Halle, Development Coordinator, Community Development