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Staff Report

SS ITEM # 3

To: Lemoore City Council
From: Judy Holwell, Project Manager 
Date: February 26, 2013
Subject: Review of the Lemoore District Chamber of Commerce Agreement for Economic Development Services

Discussion

The City of Lemoore, as Successor Agency to the former Lemoore Redevelopment Agency (RDA), has an obligation to make sure that agreements of the former RDA are being carried out for the benefit of the taxing entities. The following is a review of the agreement between the RDA and the Lemoore District Chamber of Commerce (Chamber).

To provide Council some background, in February 2010, staff began working with Chamber staff to prepare a new five-year agreement. The table below shows a comparison between the prior five-year agreement and the terms proposed by the RDA staff and the Chamber staff.

<u>Expiring 2005-10 Agreement</u>	<u>RDA Proposed 2010-15 Agreement</u>	<u>Chamber Proposed 2010-15 Agreement</u>
Continue oversight of Revi Committee	Develop & implement plan for continued revitalization of DT	Delete all reference to Revi Committee
Supervise & house DT Coordinator	Same as prior agreement	Delete all reference to DT Coordinator
15 public events w/100+ participants	15 public events - four events will attract over 1,000 participants, all others will attract 100+	12 public events - two events will attract over 2,000 participants, all others will attract 100+

Host or coordinate at least 4 local business-training seminars or workshops annually	Same as prior agreement	Host or coordinate at least 2 or more local business-training seminars or workshops annually
A minimum of 4 television & radio announcements promoting each event to regional market (Fresno, Visalia, Hanford)	Same as prior agreement	Submission of television &/or radio announcements promoting each event to regional market (Fresno, Visalia, Hanford)
Maintain organizational signs at two entrances to the City	Same as prior agreement	Delete all reference to maintaining signs
RDA funding \$45,000 increasing annually by \$1,000 + \$12,000 for Revi & DT Coordinator	Propose \$62,000 annually (includes \$50,000 for Chamber services and \$12,000 for Revi & DT Coordinator)	Propose \$50,000 increasing annually by \$1,000

Several drafts exchanged hands between the RDA and Chamber staff and in October 2010, a proposed agreement was presented to the RDA Board. The Board indicated that the proposed agreement was too cumbersome and directed staff to only include the services that were for the benefit of the RDA, noting that many of the items listed were services that the Chamber would normally provide for its members even without the financial assistance of the RDA.

A streamlined agreement was eventually presented to the Board and was approved. In exchange for its performance of the services, the Chamber would receive a \$50,000 contribution beginning in year one and that amount would increase by \$1,000 per year for inflation and expanded services. Additionally, the Chamber would receive up to \$6,000 annually to employ, house, and supervise a Downtown Coordinator. The Coordinator is to work an average of 10 hours per week and have access to the Chamber's copier and supplies. Attached are copies of the Chamber's invoices for the prior four quarters (calendar year 2012) and copies of the reimbursement request for the Downtown Coordinator for the first two quarters of Fiscal Year 2012-13.

The listing below identifies the terms of the RDA/Chamber Agreement. A copy of the full Agreement is attached for your convenience.

The CHAMBER shall: A) promote the community and the quality of life in Lemoore, provide for the benefit of the AGENCY those services that will advertise, exploit and publicize the resources and advantages of the AGENCY and B) assist the City in its business and industrial marketing and outreach efforts. In addition to these services, the Chamber will deliver the following events:

- a) Showcase Lemoore's offerings by hosting or coordinating a minimum of 11 public events annually, with the intent that at least two events will attract over 2,000 participants and all other events will attract over 100 participants each. Events

and activities may include farmer's markets, festivals, celebrations, parades, concerts or other mutually agreed upon activities. Only events and activities held within the Project Area boundaries will count toward this requirement. ***The Chamber has reduced RDA area events from 15 to 11 and business training events from 4 to 2 with the specific focus on making each of the 13 events higher quality to better represent the City, Lemoore businesses, and the Chamber. The net event planning hours will exceed the time spent on all 15 of previous year's events by leveraging more volunteer hours.*** For the first time, every event will have separate committees to include 1-4 Chamber board members, community volunteers, and the Chamber CEO. While the Chamber reserves the right to make substitutions, following are the events scheduled for 2011:

1. 1 - Pizza Festival – April, estimated attendance 2,000
 2. 7 - Summer concerts – July & August, estimated attendance 600-800
 3. 1- Holiday Stroll – November – estimated attendance 500
 4. 1 - Christmas Tree Raising – December, estimated attendance 150
 5. 1 – Christmas Parade – December, estimated attendance 2,500
 6. Host or coordinate two or more local business-training seminar or workshop annually
- b) Maintain current information in the community information kiosks. All contents, including maps, paper backing, etc. are to be replaced at least annually.
- c) The CHAMBER shall employ a Downtown Coordinator (Coordinator) for 10 hours per week (average) and provide supervision over the position. A suitable workplace shall be made available at the CHAMBER office and shall include access to the CHAMBER'S office equipment and supplies.

Budget Impact

None at this time.

Recommendation

Council discussion.