



City of Corona and CORONA Chamber working together.

Dear Mayor Richins, Members of the City Council, City Manager and Office of Economic Development,

The CORONA Chamber is pleased to submit this proposal for working collaboratively with the City to better serve the business community.

The Economic Development Strategic Plan focuses on business attraction, development, retention, expansion, and resiliency efforts and further addresses the community's desire to build a strong local economy.

The CORONA Chamber has five core competencies: Creating and Sustaining a Strong Local Economy; Promoting the Community; Representing the Interest of Business with Government; Providing Networking Opportunities and Promoting Political / Advocacy Outreach for a greater business climate.

The programs and events tie into the goals of the Economic Development Strategic Plan specific to sustaining and improving a strong local economy. Please see the graph on page 2.

We respectfully submit our contract proposal for Fiscal Year 2024 – 2025. We are confident that the Chamber and the City of Corona can act as a unified voice for the business community, and provide a myriad of resources and services. Partnering with the Chamber will ensure sustainable growth and development that benefits the entire business community in the City of Corona.

Total request for 2024-2025 Professional Services Agreement is \$186,000.

We have provided detailed breakdown information beginning on page 3 of this document.

A handwritten signature in blue ink, appearing to read 'Bobby Spiegel', is written over the printed name and title.

Bobby Spiegel
President/CEO
CORONA Chamber of Commerce

A handwritten signature in black ink, appearing to read 'Dr. Anthony Pirritano', is written over the printed name and title.

Dr. Anthony Pirritano
Chairman, 2024
CORONA Chamber of Commerce



**CORONA Chamber Professional Services Agreement
Proposal for the City of Corona Fiscal Year 2024-2025**



2024 – 2025 Professional Services Agreement Package

1. Workshops/Webinars (Industry specific)
2. GMC – Good Morning CORONA
3. Taste of Corona
4. Business Expo/Job Fair
5. Grand Opening/Ribbon Cutting and Anniversary Events
6. Manufacturing Month
7. New Business Reception
8. Executive Partner/Customized marketing Package

**City of Corona – Economic Development’s Strategic Plan Goals
and the CORONA Chamber’s Initiatives**

	Goal #1 Elevate Entrepreneurs & Support Small Business	Goal #2 Facilitate Business Retention & Expansion	Goal #3 Prepare & Support Our Future Residents for Jobs of the Future	Goal #4 Facilitate Planning & Development	Goal #5 Encourage Placemaking & Community	Goal #6 Enhance Communications & Connection
1. Workshops/ Seminars (Industry Specific)	X	X	X	X	X	X
2. Good Morning CORONA	X	X	X	X	X	X
3. Taste of Corona	X	X	X	X	X	X
4. Business Expo/Job Fair	X	X	X	X	X	X
5. Grand Openings/Ribbon Cutting & Anniversary Celebrations	X	X	X	X	X	X
6. Manufacturing Month	X	X	X	X	X	X
7. New Business Receptions	X	X	X	X	X	X
8. Executive Partner/Custom Marketing Package	X	X		X	X	X



CORONA Chamber Professional Services Agreement Proposal for the City of Corona Fiscal Year 2024-2025



Workshops/Webinars (Industry Specific)

We are thrilled to include this collaboration between the City of Corona and the CORONA Chamber of Commerce to collaborate on organizing industry specific workshops for the benefit of our community. This collaboration aims to provide valuable educational and professional development opportunities to our residents and businesses, fostering growth and knowledge exchange. Aligned with your Economic Development Strategic Plan, and focused on Industry Specific workshops, we propose to increase the service to each of the following four categories – to provide service and reminders for each cluster on a quarterly basis, beginning second quarter of 2024-2025 fiscal year for the city.

- **Manufacturing** – one per quarter
- **Restaurant and Hospitality** – one per quarter
- **Healthcare** – one per quarter
- **Workforce Development / Innovation and Technology** – one per quarter

Purpose and Objectives:

The purpose of this collaboration is to organize workshops and webinars that address key topics and skills relevant to our community's residents and businesses.

The primary objectives of the workshop / webinar initiative include:

- a) Providing educational opportunities to enhance personal and professional development.
- b) Equipping individuals and businesses with knowledge and skills to thrive in their respective fields.
- c) Fostering networking and collaborations among participants to encourage community engagement.
- d) Strengthening the relationship between the City of Corona, the CORONA Chamber of Commerce, and local businesses.
- e) City will engage with industry specific businesses, enabling one-on-one connections, to further enhance the professional business relationships.



CORONA Chamber Professional Services Agreement Proposal for the City of Corona Fiscal Year 2024-2025



The City of Corona will:

- a) Promote and publicize the workshops through city channels, including social media, newsletters, and the city website.
- b) Collaborate with relevant city departments and resources to provide support and resources for the workshop.
- c) Engage city officials and employees to participate and share their expertise.

The CORONA Chamber of Commerce will:

- a) Assist in venue selection and logistical arrangements for the workshops and webinars.
- b) Act as the coordinator for the workshops and webinars, overseeing the planning, logistics, and execution of the events.
- c) Identify and secure industry experts, speakers, and trainers to deliver high-quality sessions.
- d) Lead marketing and promotional efforts, including outreach to businesses, professionals, and community organizations.
- e) Handle event registration, participant communication, and coordination of the logistics.

Timeline:

The workshops and webinars will be scheduled on an ongoing basis, beginning in the second quarter of the 2024-2025 fiscal year for the City of Corona and conducted throughout the year on a quarterly basis per industry clusters outlined above, aligning with the identified needs and interests of the community. There will be a total of (12) workshops / webinars per this 2024 – 2025 fiscal year contract. At the conclusion of each workshop / webinar, the City will be invoiced \$5,000 per this Professional Service Agreement for the contract year.

Review and Evaluation:

The City of Corona and the CORONA Chamber of Commerce will conduct regular evaluations to assess the effectiveness and impact of the workshop initiative, gathering feedback from participants and speakers.

These evaluations will inform future sessions, help identify emerging needs, and improve the overall quality of the educational programs.

Workshops/webinars will be invoiced upon completion of each event.



**CORONA Chamber Professional Services Agreement
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2023-2024 Workshop stats:

- **Healthcare workshop New Laws & Employee retention**

- Held on March 6, 2024, from 11:30am-1pm
- In-Person at the Corona's City Hall Multi-purpose room with 41 attendees.
- Advertised on E-blast to entire Chamber contact list, social media, flyer, email to target audience, personal outreach. City contracted workshop for the healthcare industry.
 - This particular workshop focused on new laws surrounding healthcare, ways that employers can implement these laws, and also ways that employers can help keep their employees happy and retain them.
- Highlights / Improvement Recommendations
 - We had 41 attendees in person and overall, it was a fantastic event!
 - Utilizing the City's multipurpose room provided a welcome change of environment for attendees.
 - Having the Chamber's Healthcare Committee to help organize this event provided more community buy in.
 - Perhaps some soft music in the background before the meeting kicks off.

- **Manufacturers Workshop**

- Held on November 13, 2023, at 11:30am
- In-Person workshop at the CORONA Chamber with 31 attendees.
- Pre-event - social media, Flyer, Weekly Email, promo at other seminars, GMC.
- CONTENT
 - We held a Manufacturers workshop which included a presentation from Corona Fire Marshal Cindi Schmitz on reporting hazardous materials in your business as well as a general update.
 - We also had a presentation from Chad Miller, with Agiliti Health, on tips that a business should use when they get a visit from OSHA.
- Highlights / Improvement Recommendations
 - We had 30 attendees in total in-person.
 - We believe this is a much-needed topic that was well received
 - Future meetings we do our best to limit individuals that attend for the sole purpose of selling their unrelated product/business to other attendees.



CORONA Chamber Professional Services Agreement Proposal for the City of Corona Fiscal Year 2024-2025



- **Veterans' Seminar**

- Held on January 9, 2024, at 3pm via zoom
- Had 21 attendees. Pre-event - social media, Flyer, Weekly Email, promo at other events and programs (GMC, Ambassador meeting, etc.).
- We held a Veteran's Resource workshop which included a presentation from Jason Tang from the Riverside County Office of Economic Development who provided details on the various programs that Riverside County has, to help businesses.
- We also had a presentation from Troy Small from SBDC on not only the process to start a business but also some resources for Veterans.
- Highlights / Improvement Recommendations
 - We had 34 individuals register total with 21 individuals on the call.
 - Due to it being a zoom call attendee information was not able to be collected.
 - This workshop was full of valuable information on how to start a business.
 - While this workshop was targeted to Veterans there was only a few minutes towards the end that specifically applied to Veterans.
 - A more general "how to start a business" title could have fit better or the presenters could have provided more information specific to veterans.

- **Restaurant Workshop**

- Held on May 14, 2024, from 9am-10am
- In-Person event, at Eduardo's with 20 attendees.
- Outreach - Personal email to target audience, Phone calls, social media, Advertised on E-blast to entire Chamber contact list, created a flyer, outreach from our restaurant committee.
- A restaurant specific workshops which covered new laws affecting restaurants such as SB 1167 And food waste laws.
- Speakers included Waste Management and Chamber's Legislative Outreach Chair: Jeff Miller (former Assemblymember, Corona Mayor and Council member.)
- Chamber co-sponsored event part of contract.
- Highlights / Improvement Recommendations
 - The Chamber felt that it was a pretty good turnout as this sector of employers is hard to gather.
 - Holding the workshop at a local restaurant with small refreshments provided also encouraged attendance.
 - An early time frame also may have helped.



CORONA Chamber Professional Services Agreement Proposal for the City of Corona Fiscal Year 2024-2025



Good Morning CORONA

We are excited to include the sponsorship opportunity for the City of Corona and the CORONA Chamber of Commerce's "Good Morning CORONA" events; each of our ten (10) GMC events brings a special theme including *"State of the County"*, *"Honoring Police & Fire"*, and *"State of the City"* (Business Version). Aligning with the Economic Development Strategic Plan, the CORONA Chamber can easily connect the city personnel, departments, and elected officials with over 100 businesses per event. In 2023 and 2024 the average attendance surpassed 240. We offer the city this opportunity to display on a Chamber provided table, pamphlets, information, and visibility that will assist the city in reaching these various businesses. At each of the ten (10) Good Morning CORONA events, a reserved table of ten (10) attendees with the City logo will be provided. This collaborative effort aims to provide a platform for networking, knowledge sharing, and community engagement among local businesses and professionals in the greater Corona area.

Purpose and Objectives:

The purpose of this sponsorship is to enable the city to engage with various businesses and representatives at each of the "Good Morning CORONA" events. This recurring breakfast gathering fosters connections, provides valuable insights, and promotes collaboration within our business community.

The primary objectives of the "Good Morning CORONA" events include:

- a) Creating networking opportunities for local businesses and professionals to establish connections and build relationships.
- b) Providing a platform for guest speakers to share insights, expertise, and industry trends.
- c) Offering educational sessions on relevant topics to enhance business knowledge and skills.
- d) Promoting the City of Corona as a vibrant business community and fostering economic growth.
- e) City will experience the best opportunity to engage with business professionals on a consistent basis, enabling one-on-one connections, to further enhance the professional business relationships.



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The City of Corona will:

- a) Promote and publicize the event through city channels, including social media, newsletters, and the city website.
- b) Collaborate with relevant city departments and resources to provide support and resources for the event.
- c) Encourage the attendance and participation of other city officials and employees to engage with local businesses and professionals.
- d) Can provide a two-minute City update to the business community in attendance. This opportunity can be utilized by the mayor, members of the City Council, Management Services, Economic Development personnel at all 10 Good Morning CORONA events.

The CORONA Chamber of Commerce will:

- a) Promote the City of Corona as a main sponsor for the event through marketing channels.
- b) Provide a table of ten (10) seats at all ten (10) Good Morning CORONA events.
- c) **State of the City** – Mayor has opportunity to be the main speaker of the event with economic update given to the business community.
- d) Act as the coordinator for the Good Morning CORONA event, overseeing the planning, logistics, and execution of each event.
- e) Identify and secure guest speakers who can deliver insightful and informative presentations on relevant topics.
- f) Lead marketing and promotional efforts, including outreach to businesses, professionals, and community organizations.
- g) Handle event registration, attendee communication, and coordination of event logistics.
- h) Provide the city one exhibitor table that can be utilized by any of the City of Corona departments at each Good Morning CORONA event.

Timeline and Frequency:

We propose organizing the "Good Morning CORONA" event monthly, depending on the community's interest and availability. (Good Morning CORONA does not meet in July and December.)



CORONA Chamber Professional Services Agreement Proposal for the City of Corona Fiscal Year 2024-2025



Review and Evaluation:

The City of Corona and the CORONA Chamber of Commerce will conduct regular evaluations to assess the success and impact of the Good Morning CORONA event, gathering feedback from attendees, speakers, and participants.

These evaluations will inform future events, help identify emerging needs, and improve the overall quality of the event.

Three (3) Good Morning CORONA events (Honoring Corona Police & Corona Fire, State of the County, and State of the City) will be invoiced at \$3,500; remaining seven (7) will be invoiced at \$650 upon the completion of each Good Morning CORONA.

Stats for 2023/2024 Good Morning CORONA's:

- Honoring Police & Fire – held September 2023 and had 250+ attendees with 7 exhibitors
- State of the County, 2nd District – held February 2024 and had 345+ attendees with 12 exhibitors
- State of the City – held May 2024 and had 320+ attendees with 10 exhibitors

All other Good Morning CORONA events averages 215 attendees and 10 exhibitors. Each Good Morning CORONA event is a great opportunity for the Economic Development team to engage and connect with local businesses.



Taste of Corona

We are extending the opportunity for the City of Corona to join this signature event as one of our presenting sponsors. This event aligns perfectly with the Economic Development Strategic Plan and assists the restaurants and hospitality industry with a community-based, family friendly event. We will showcase our city's culinary diversity, promote local area businesses, and provide an enjoyable experience for our residents and visitors.

Purpose and Objectives:

The purpose of this sponsorship is to participate in the "Taste of Corona" event, which will feature local restaurants, food vendors, and culinary delights consistent with the Economic Development Strategic Plan.

The primary objectives of the "Taste of Corona" event include:

- a) Promoting the vibrant food scene in Corona and highlighting local restaurants and food businesses.
- b) Attracting residents and visitors to experience the diverse culinary offerings available within our community.
- c) Fostering community engagement and enhancing the quality of life for our residents.

The City of Corona will:

- a) Provide support in terms of logistics, such as assisting with event staffing, waiving of permit fees (if applicable), and event setup and cleanup.
- b) Promote the "Taste of Corona" event through city channels, including social media, newsletters, and the city website, and video.
- c) Coordinate with relevant city departments to ensure compliance with health and safety regulations.
- d) Facilitate community engagement and outreach to encourage resident participation.
- e) Listed as a Presenting Sponsor on all marketing materials, such as tickets, centerpieces, branded event trays, banners, flyers and promotional materials.
- f) Be recognized throughout the event, from the stage and other signage, etc.
- g) Have up to two (2) spaces for exhibiting various departments, additional spaces will be available at the early-bird pricing, if applicable.
- h) Have a speaking opportunity on stage during the event.



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The CORONA Chamber of Commerce will:

- a) Act as the coordinator for the "Taste of Corona" event, overseeing the planning, logistics, and execution of the event.
- b) Engage local restaurants, food vendors, and sponsors to ensure a diverse and high-quality culinary experience.
- c) Lead marketing and promotional efforts, including outreach to residents, businesses, and media coverage.
- d) Coordinate entertainment and activities to enhance the overall event experience.
- e) Provide three (3) additional community exhibitor spaces for the City of Corona to utilize, such as Corona Police Department, Corona Fire Department, City of Corona Utilities, etc.
- f) Collaborate with other sponsors to provide additional support and resources for the event.

Timeline:

We propose holding the "Taste of Corona" event in June 2025 at a venue to be determined.

Review and Evaluation:

After the "Taste of Corona" event, the City of Corona and the CORONA Chamber of Commerce will conduct an evaluation to assess the success of the event, gather feedback from participants, and identify areas for improvement.

This evaluation will inform future "Taste of Corona" events and potential enhancements, document attendance and restaurant participation.

The City of Corona will be invoiced \$25,000 at least two (2) months prior to the event to ensure adequate time for marketing and promotion.



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Stats for Inaugural Taste of Corona June 2024:

The Taste of Corona event was held at The Shops at Dos Lagos on June 22 from 12pm-4pm:

- 650+ in attendance
- 36 food/drink/bakery/caterer exhibitors (restaurants)
- 10 community/business exhibitors

This was an extremely successful event regarding business promotion and community involvement.

Multiple avenues of advertising were utilized such as, freeway billboards, heavy social media presence and dedicated website for event.

The Press Enterprise (newspaper) attended the event to review. Article was published with photos of event that provided more exposure and anticipation of next event.

All exhibitors were polled after the event and 90% responded back. All expressed they would participate next year.



Business Expo/Job Fair

We are pleased to propose a sponsorship opportunity between the City of Corona for the CORONA Chamber of Commerce Business Expo/Job Fair event. This sponsorship aims to connect:

1. Business to Business opportunities
2. Business to Consumer opportunities
3. Job seekers with businesses and foster employment opportunities within the region

It is our understanding, the city was going to operate their own City of Corona Job Fair in April 2024, and due to manpower and other reasons, it was not held.

The CORONA Chamber offers its expertise and manpower to create a one-day event that will align with the Economic Development Strategic Plan in assisting local businesses. This event will be open to all businesses, with a special free participation for Corona based businesses.

Purpose and Objectives:

The purpose of this sponsorship is to participate in the Business Expo / Job Fair.

- The Business Expo event will bring together businesses of all sorts for engagement with one-another, as well, the consumer. Often, we find businesses are seeking the opportunity to do business with other local entities. This is the Business-to-Business (B2B) feature; Additionally, many businesses seek to do business with consumers (B2C). Enabling businesses to showcase their wares, products and services assist in revenue growth for each of those businesses, and ultimately resources for the city.
- The Job Fair portion will embrace employers and job seekers in Corona and its surrounding areas. To provide our residents with an open opportunity, we want to ensure all businesses have the flexibility to participate. We want residents to be employed and allow them the opportunity to spend their hard-earned dollars within our city. Furthermore, the companies can have the options for interviewing and selecting the best candidates from those who attend.

The primary objectives of the Business Expo / Job Fair include:

- a) Facilitating connections between businesses looking to be in the B2B sector, the B2C, and Job Fair and qualified job seekers.
- b) Supporting the Economic Development Strategic Plan, this program will truly accomplish many areas, including workforce development and career advancement within the region.
- c) Showcasing the diverse range of businesses, products and services, and employment opportunities available in Corona and the surrounding areas.



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- d) Promoting the city as an attractive location for businesses and job seekers.
- e) Often, it is not just the money someone is interested in earning; however, we are cognizant of the needs of our job creators' efforts to hire the finest people to provide the best product, and tremendous customer service allowing the clients the finest experience possible.

The City of Corona will:

- a) Provide support in terms of logistics, such as input in securing a suitable venue and coordinating event setup.
- b) Promoting the Business Expo/Job Fair through city channels, including social media, newsletters, and website.
- c) Collaborate with the CORONA Chamber of Commerce to engage local and surrounding businesses and encourage their participation.

The CORONA Chamber of Commerce will:

- a) Promote the City of Corona as one of our main sponsors for the event through marketing channels.
- b) Act as the coordinator for the Business Expo/Job Fair, overseeing the planning, logistics, and execution of the event.
- c) Leverage its network to engage local and surrounding area businesses, encouraging their participation and ensuring a diverse range businesses, products, services, and job opportunities.
- d) Target industry specific businesses such as restaurants, healthcare, manufacturing, education, service related, retail, etc.
- e) Expansion of marketing and promotional efforts, including outreach to job seekers and businesses wishing seeking to do B2B, B2C, and job interviews. We will enhance and expand media coverage.
- f) Collaborating with other sponsors to provide additional support and resources for the event.



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Timeline:

We propose holding the Business Expo/Job Fair in the second or third quarter of 2024-2025 at a venue yet to be determined.

Review and Evaluation:

After the event, the City of Corona and the CORONA Chamber of Commerce will conduct an evaluation to assess the success of the event and gather feedback from participants.

This evaluation will inform future Business Expo/Job Fair initiatives and potential improvements.

Record measurables such as how many businesses participated, details on B2B, B2C, how many job seekers attended, identify how many interviews conducted, and the number of employment positions filled.

The Business Expo/Job Fair will be invoiced for \$25,000 at least one (1) month prior to the event for adequate time for marketing and promotion.

Historical Stats:

July 2022 – Job Fair hosted by the CORONA Chamber at the Shops at Dos Lagos. Over 50 businesses participated that had employment opportunities. Over 300 job seekers were in attendance. It was shared by a few of those conducting live interviews (at the Job Fair), were able to offer jobs immediately. These were from local nursing homes, retailers, and service providers. Follow up from that Job Fair saw over 150 jobs offered to a multitude of businesses that participated!

May 2023 – CORONA Chamber and the City joint venture at the Circle City Center. Over 30 businesses participated that had employment opportunities. Over 200 job seekers were in attendance. As part of this partnership, stats were obtained by the city's Economic Development.

PRIOR YEARS – Business Expos – the CORONA Chamber has held these prior to COVID. The number of participants varied from 35 to 70, each exhibiting their wares, products, and services.

In surveying some of the business community, this would be an ideal time to offer such an event.



**CORONA Chamber Professional Services Agreement
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Grand Openings/Ribbon Cutting and Anniversary Events

We are pleased to propose a sponsorship opportunity for the City of Corona and the CORONA Chamber of Commerce to collaborate on Grand Openings and Ribbon Cuttings and Anniversary events for local businesses within our community. This partnership aims to support new businesses, celebrate their achievements, and enhance economic growth in Corona. Aligned with the Economic Development Strategic Plan, the connection and ability for the city to have a positive relationship, especially as a business opens its doors, celebrating their grand opening or an anniversary of doing business, the Chamber can provide the platform and edifying introduction for elected officials and city departments – enabling instant relationship building opportunities that could take years to accomplish without utilizing this offer.

Purpose and Objectives:

The purpose of this sponsorship is to create a platform for celebrating and promoting the opening of new businesses within the City of Corona and celebrating anniversaries for existing businesses.

The primary objectives of the Grand Openings/Ribbon Cuttings and Anniversary events initiative include:

- a) Supporting and welcoming new businesses by offering to facilitate their official opening ceremonies. Some businesses host a special anniversary (open house). This is done solely at the owner's / manager's discretion. When we receive these invitations, it is another positive engagement with the business and our elected officials, Economic Development, and the Chamber.
- b) Highlighting the diverse range of businesses and services available within our community.
- c) Strengthening the relationship between the City of Corona, the CORONA Chamber of Commerce, and local businesses.
- d) Promoting economic growth and prosperity in Corona.
- e) City will experience the best opportunity to engage with business owners, managers, and top leadership, enabling one-on-one connections, to further enhance the professional business relationships.



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The City of Corona will:

- a) Have an opportunity to speak on behalf of the Office of Economic Development at each event.
- b) Assist new businesses in navigating the permitting and licensing process to ensure a smooth opening.
- c) Promote and publicize the Grand Openings/Ribbon Cuttings and Anniversary events through city channels, including social media, newsletters, and the city website.
- d) Encourage the attendance and participation of city officials, council members, and other relevant representatives in the ceremonies.
- e) Collaborate with the CORONA Chamber of Commerce to provide resources and support to new businesses.
- f) Notify the CORONA Chamber of any invitations from businesses about such events, as sometimes the businesses will go through the city.

The CORONA Chamber of Commerce will:

- a) Act as the main coordinator for the Grand Opening/Ribbon Cuttings and Anniversary events, overseeing the planning and execution of the ceremonies.
- b) Coordinate via email with the City of Corona, to ensure City Council Members are aware of these openings, ceremonies and Anniversary events.
- c) Engage with new businesses, offering guidance and assistance regarding the opening, process, marketing strategies, and community engagement.
- d) Provide the business with a framed congratulatory certificate with the Mayor's signature in conjunction with the CORONA Chamber of Commerce's Board Chair.
- e) Promote the Grand Openings/Ribbon Cuttings and Anniversary events through the Chamber's communication channels.
- f) Encourage Chamber members, business leaders, and the local community to attend and support the events.



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Timeline:

- Grand Openings/Ribbon Cuttings and Anniversary events will be scheduled on an ongoing basis throughout the year as new businesses open in Corona.
- The City will be invoiced \$1,500 per month with the description of Grand Openings/Ribbon Cutting and Anniversary Events regardless of the number held during the respective month.

Review and Evaluation:

- The City of Corona and the CORONA Chamber of Commerce will conduct regular evaluations to assess the success and impact of the Grand Openings/Ribbon Cuttings and Anniversary events initiative, gathering feedback from participating businesses and attendees.
- These evaluations will help refine and improve the collaboration.

July 2023 – June 2024 Stats:

- 42 Grand Opening/Ribbon Cutting/Anniversary events held
- Some events had 100's attend, while others are more intimate
- Excellent opportunity for the Economic Development team to have a presence and support new businesses in the City. Opportunity to connect one-on-one to offer resources.



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Manufacturing Month

We are thrilled to include this sponsorship for the City of Corona again this year. The City and the CORONA Chamber of Commerce will collaboratively promote Manufacturing Month within our community. This partnership aims to raise awareness about the importance of manufacturing, highlight local manufacturing businesses, and encourage workforce development in the manufacturing sector.

Purpose and Objectives:

- a) The purpose of this sponsorship is to promote Manufacturing Month as an annual event that celebrates and showcases the manufacturing industry in Corona.
- b) City will experience the best opportunity to engage with business professionals, enabling one-on-one connections, to further enhance the professional business relationships.

The primary objectives of promoting Manufacturing Month include:

- a) Raising awareness about the economic impact and contributions of the manufacturing sector to our community.
- b) Showcasing local manufacturing businesses and their innovative products, processes, and technologies.
- c) Encouraging collaboration between manufacturing businesses, educational institutions, and workforce development organizations.
- d) Promoting career opportunities in the manufacturing industry and supporting workforce development initiatives.

The City of Corona will:

Assist in marketing and promoting Manufacturing Month through city channels, including social media, newsletters, and the city website.

Coordinate with relevant city departments and organizations to ensure compliance with regulations and support the smooth execution of events and activities.

Facilitate connections with educational institutions and workforce development organizations to promote manufacturing careers and workforce training.



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The CORONA Chamber of Commerce will:

- a) Act as the main coordinator for promoting Manufacturing Month, overseeing the planning, logistics, and execution of events and activities.
- b) Engage local manufacturing businesses to participate in Manufacturing Month and showcase their products, processes, and innovations.
- c) Lead marketing and promotional efforts, including outreach to businesses, media coverage, and community engagement.
- d) Organize educational sessions, facility tours, panel discussions, workshops, and job fairs to engage the community and promote manufacturing.

Timeline:

We propose promoting Manufacturing Month during October each year, spanning the entire month to accommodate various events and activities.

Review and Evaluation:

After Manufacturing Month, the City of Corona and the CORONA Chamber of Commerce will conduct an evaluation to assess the success of the event, gather feedback from participants, and identify opportunities for improvement.

This evaluation will help refine and enhance future Manufacturing Month initiatives, ensuring continued growth and impact.

Manufacturing Month will be invoiced to the city for \$10,000 prior to October to ensure proper promotion and marketing.

Stats from 2023-2024:

- October 11 – Toured manufacturer Freedom Performance with several Councilmembers and Economic Development and Chamber representatives
 - Manufacturer of motorcycle accessories and sells throughout the world. Seeking additional locations, as business growth is tremendous
- October 18 – Toured manufacturer AMRO with several Councilmembers and Economic Development and Chamber representatives
 - State of the art aerospace industry and doing high level contracts with the US Government



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- October 26 – Toured manufacturer Latitude 36 with several Councilmembers and Economic Development and Chamber representatives
 - Initially founded as portion-packed croutons, expanded to fresh-cut produce, and expanded now operating in three strategic locations Corona, and Salinas CA, and West Chester, Ohio. In 2025, this company will celebrate doing business for 50 years!!
- November 14 – CORONA Chamber’s Manufacturer’s Council Meeting – Update from Fire Marshal Cyndi Schmitz and OSHA Inspection Training. Approximately 40 attendees.



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New Business Reception

We are excited to include in our proposal the continuing collaboration between the City of Corona and the CORONA Chamber of Commerce with the city run New Business Reception program. This collaboration welcomes and supports new businesses in our community, fostering a positive environment for their growth and success. Aligned with the Economic Development Strategic Plan, business growth and expansion are happening in record numbers. For the last several years, the City has hosted one of these events, and we are prepared to support the city with offering two (2) during the fiscal year. Perhaps in the 2nd Quarter, and the other in the 4th Quarter of the contract year. Options could be considered, one being focused on Hispanic / Minority Owned businesses, the other one would remain open to all businesses.

Purpose and Objective:

The purpose of this partnership is to organize and host a New Business Reception to celebrate and recognize newly established businesses in the City of Corona.

The primary objectives of the New Business Reception program include:

- a) Providing a warm welcome to new businesses in our community and expressing appreciation for their investment and contribution to the local economy.
- b) Offering a networking platform where new business owners can connect with established businesses, city officials, and community leaders.
- c) Sharing information about available resources, support services, and incentives offered by the city and the Chamber to assist new businesses in their growth and development.
- d) Enhancing collaboration and fostering a sense of belonging and community among new business owners.

The City of Corona will:

- a) Act as the primary coordinator for the New Business Reception, overseeing event planning, logistics, and execution.
- b) Provide support in terms of event planning, including venue recommendations, permits, and coordination of city officials' attendance.
- c) Share relevant information about city resources, services, and programs that can benefit new businesses.



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- d) Collaborate with the CORONA Chamber of Commerce to develop a welcoming atmosphere and facilitate connections between new businesses and the broader business community.
- e) Promote the New Business Reception through city communication channels, such as social media, newsletters, and the city website.

The CORONA Chamber of Commerce will:

- a) Identify and invite new businesses to participate in the reception, leveraging the Chamber's network and membership base.
- b) Facilitate networking opportunities and introductions between new business owners, Chamber members, city officials, and community leaders.
- c) Share information about Chamber resources, services, and programs available to support new businesses growth and success.
- d) Promote the New Business Reception through Chamber communication channels, such as newsletters, website announcements, and member communications to the business community and residents.

Timeline:

The New Business Reception will be held biannually, during the 2nd and 4th quarter of the contract year, to welcome and celebrate new businesses in the City of Corona.

The New Business Receptions will be invoiced at \$4,000 after each event takes place.

Stats:

The Chamber has partnered with the City in 2021, 2022 and 2023. Each year, the attendance has increased among attendees and resource partners. As this is run by the Office of Economic Development, they will have more stats and information.



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Executive Partner/ Customized Marketing Package

We are delighted to include in our package the special customized partnership between the City of Corona and the CORONA Chamber of Commerce, known as an Executive Partner. Aligned with the Economic Development Strategic Plan, this partnership will allow us to collaborate closely to promote economic development, business growth, and community prosperity in our city.

The CORONA Chamber of Commerce is dedicated to serving as a proactive voice for businesses within our city. We aim to create an environment that enables businesses to thrive, strengthens local partnerships, and contributes to the overall prosperity of our community.

Including city provided data, and articles will continue to foster the image of our business-friendly city. The costs of print, and utilizing social media platforms, are cost factors that have increased.

With this partnership, we intend to collaborate more closely with the City of Corona and align our objectives to achieve the following key outcome.

Economic Development and Business Support

- a) Foster an environment conducive to business growth and development.
- b) Promote entrepreneurship, innovation, and investment within the city.
- c) Provide resources, mentorship, and guidance to local businesses.
- d) Collaborate on initiatives that attract new businesses and industries to our community.

Advocacy and Representation

- a) Serve as a unified voice for businesses in advocating their interests and concerns.
- b) Engage in dialogue with local, regional, and state governments to shape policies that promote business-friendly environments.
- c) Work together to address regulatory challenges and streamline processes for businesses.

Community Engagement and Collaboration

- a) Facilitate partnerships between businesses, community organizations, and educational institutions to foster collaboration and create opportunities.
- b) Promote initiatives that support community development, social responsibility, and sustainable practices.



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- c) Organize events, workshops, and programs that benefit both businesses and community members.

Customized Marketing Package:

We propose the development of a customized marketing package that aligns with your specific goals and objectives.

This package may include the following elements, among others:

- a) Print and Digital Marketing: Targeted online promotion, social media campaigns, printed publications, and email marketing to reach our desired audience and promote city initiatives, business opportunities, and community events.
 - a. CORONA The Guide includes one (1) two-page advertisement and one (1) half-page advertisement in the directory section, Office of Economic Development listing.
 - b. CORONA Business News includes one article in up to four (4) printed issues of this publication.
- a) Branding and Recognition: Branding initiatives that highlight the partnership between the City of Corona and the CORONA Chamber of Commerce, reinforcing our commitment to working together to support the local business community.
 - a. Placement of City logo on Chamber website, weekly emails, and Chamber lobby.
 - b. Display City brochures, information and outreach materials provided by the city highlighting various programs and events.
 - c. Promotion on various communication mediums City of Corona events that may be relevant and beneficial.

Timeline:

Executive Partner/Customized Marketing Package will be invoiced twice throughout the contract year, \$12,500 each time. First invoice September 2024 and second invoice March 2025.