



STAFF REPORT

DATE: 08/06/2025
TO: Honorable Mayor and City Council Members
FROM: Office of Economic Development

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

PROFESSIONAL SERVICES AGREEMENT WITH THE CORONA CHAMBER OF COMMERCE FOR BUSINESS PROMOTION, MARKETING, AND RETENTION SERVICES

EXECUTIVE SUMMARY:

This staff report asks the City Council to consider approving the proposed agreement between the City and the Corona Chamber of Commerce for Business Promotion, Marketing, and Retention Services for a total value of \$67,250, with \$60,000 in monetary services and an in-kind match of \$7,250.

RECOMMENDED ACTION:

That the City Council authorize the City Manager, or their designee, to enter into a Professional Services Agreement with the Corona Chamber of Commerce for Business Promotion, Marketing, and Retention Services.

BACKGROUND & HISTORY:

The Office of Economic Development partners with various local, regional, state, and federal agencies to enhance the City's business offerings and resources to more than 12,000 businesses operating in Corona. Through these partnerships, the City leverages resources to address various business and community needs. These partnerships position the City to offer a variety of programs, services, grants, and technical assistance to aid business growth and resiliency in Corona.

For many years, the City and the Corona Chamber of Commerce ("the Chamber") have entered into a Professional Services Agreement (Agreement) for business

promotion, marketing, and retention services. The Chamber serves as a unique strategic partner to the City, offering access to hard-to-reach and curated business audiences that support broader economic development goals. Through the Agreement, the Chamber provides support for initiatives that are aligned with shared goals of the City and the Chamber.

ANALYSIS:

For Fiscal Year 2026, the Chamber proposed an expanded range of services and sponsorships totaling \$142,500. With the adopted FY26 City budget for this agreement as a guide, Staff reviewed the FY 2026 Chamber proposal for offerings that provided the greatest benefit to residents, were most in alignment with City strategic objectives, and cumulatively fit within the adopted FY26 budget.

For ease of comparison, staff prepared the table below outlining the Chamber’s FY 2026 proposal with FY 2026 recommended expenditures:

Item	FY 25 Approved Contract	FY 26 Chamber Proposal	FY 26 Recommend?	Rationale
Executive Partner Marketing Support	\$18,000	\$18,000	\$18,000	Staff recommend the customized marketing partnership to increase City visibility through print, digital, and promotional outreach. This includes enhanced support for the Shop Dine Corona campaign, dedicated advertising in Chamber publications, and opportunities to co-promote City programs, services, and events. The partnership also conveys Chamber membership benefits to Council and Staff for events and programming.
Business Workshops	\$20,000 (4x)	\$40,000 (8x)	\$10,000 (2x)	Staff recommend offering two business workshops (at \$5,000 each) through the Chamber. Staff has sufficient capacity to support the coordination and delivery of additional workshops in-house if needed.
New Business Welcome Reception	\$4,000	\$4,000	\$4,000	City staff recommend partnering with the Chamber to host an annual in-person New Business Welcome Reception. This initiative aligns with the City of Corona’s Strategic Plan to support business retention, expansion, and community engagement.
Manufacturing Tours & Industry Visits	\$10,000	\$10,000	\$10,000	City staff recommend allocating \$10,000 for the Chamber to lead all coordination for this effort, which includes a minimum of (5) manufacturing tours per year and up to (2) major industry events focused on Corona’s target industry sectors. This initiative supports the City of Corona’s Strategic Plan to strengthen key industries and promote economic development.

Good Morning Corona events	\$6,250	\$10,000 (10)	\$5,000 (up to 5)	City staff recommend allocating \$5,000 to sponsor (up to 5) Good Morning Corona events in partnership with the Chamber.
Taste of Corona	\$5,000	-	\$5,000	City staff recommend allocating \$5000 of the budget to sponsoring the annual Taste of Corona event. This opportunity is not listed in the Chamber's proposal but is included based on Council's FY25 sponsorship of the event.
Executive Leadership Roundtable	\$3,500	-	\$3,000	Staff recommend sending two City representatives to attend the Executive Leadership Roundtable to engage with participants. Having staff participate in the program helps build bridges of trust and understanding between the city and the community.
Host Local Gov ELR Day	\$3,000 (in kind)		\$3,000 (in kind)	City staff recommend providing in-kind support, including staff time valued at approximately \$3,000, to host the Executive Leadership Roundtable (ELR) Group for Local Government Day. This contribution aligns with the City of Corona's Strategic Plan to promote public sector collaboration and leadership development.
Business Expo (In-Kind)	\$1,250 (in kind)	-	\$1,250 (in kind)	Staff recommend providing in-kind support, including facility rental and staff time to host this event at the Circle City Center or a comparable City venue. This contribution, valued at approximately \$1,250, aligns with the City of Corona's Strategic Plan to support business engagement and economic development.
Chamber Working Group Meetings (In-Kind)	\$3,000 (in kind)	-	\$3,000 (in kind)	City staff recommend providing in-kind support, including facility rental and staff time, for mid-week Chamber Working Group meetings at a mutually agreeable City facility. This contribution aligns with the City of Corona's Strategic Plan to foster collaboration and stakeholder engagement.
Community & Business Surveys	-	\$15,000	\$5,000	Staff recommend partnering with the Chamber to conduct one Community & Business Survey, utilizing the City's advanced surveying capability, to assess needs and connect with the larger business community. This targeted outreach aligns with the City's economic development priorities.
Economic Forecast Event	-	\$7,500	-	Staff do not recommend sponsoring this event given the high cost and availability of other means to obtain this information.
Innovation Month	-	\$20,000	-	Staff do not recommend sponsoring this event because it does not clearly align with the City's strategic goals, and the cost would exceed the allocated budget.

World Trade Conference	-	\$6,000	-	Staff do not recommend sponsoring this event because it does not clearly align with the City's strategic goals, and the cost would exceed the allocated budget.
Women's Leadership Conference	-	\$5,000	-	Staff do not recommend sponsoring this event because the cost would exceed the allocated budget. Staff would be agreeable to provide in-kind support.
Custom Introductions & Onboarding for ED Staff	-	\$15,000	-	Staff has the internal capacity to facilitate connections with business owners and executives.
Downtown Initiatives	-	\$10,000	-	Staff has the internal capacity to facilitate business engagement about the Downtown.
TOTAL	\$66,750 \$7,250 (in kind)	\$142,500	\$60,000 \$7,250 (in kind)	

This specific combination of recommendations is curated to best support business promotion, marketing, and retention activities that align with the City of Corona's Strategic Plan and contribute to a thriving local economy. These represent staff's assessment of the highest and best use of the budgeted funds for this agreement.

The City of Corona's Economic Development Department is currently fully staffed with the capacity and expertise necessary to carry out the objectives outlined the City's strategic plans. The recommended agreement with the Chamber will help augment these efforts with the business community.

FINANCIAL IMPACT:

Funding for the recommended action is available in the Economic Development Department's operating budget within General Fund 110. The department has budgeted \$60,000 for this agreement. Any expenditures exceeding this amount will require an additional allocation from the General Fund.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the commonsense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action simply recommends Council provide direction on a formalized agreement between the City and Chamber for business promotion, marketing, and retention services and there is no possibility that this action will have a significant effect on the environment

PREPARED BY: JOEL BELDING, ECONOMIC DEVELOPMENT DIRECTOR

REVIEWED BY: JOEL BELDING, ECONOMIC DEVELOPMENT DIRECTOR

ATTACHMENTS:

1. Exhibit 1 – Professional Services Agreement with the Corona Chamber of Commerce FY26
2. Exhibit 2 – Corona Chamber of Commerce Proposal