



Agreement with CORONA Chamber of Commerce

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Economic Development Director

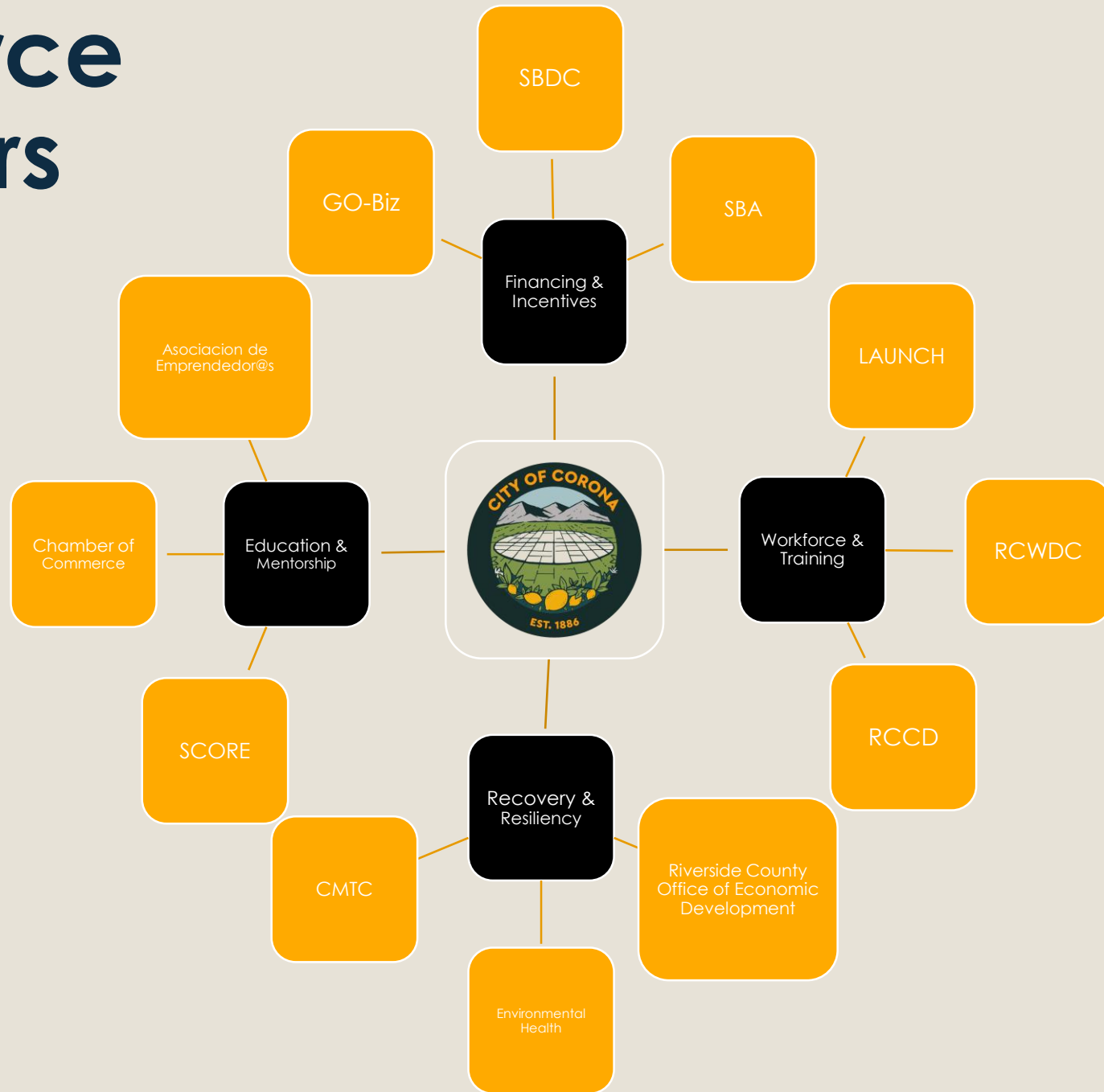
August 6, 2025

The Ask...

The City Council authorizes the Economic Development Director, or their designee, to execute a Professional Services Agreement with the CORONA Chamber of Commerce to provide business support and coordinate community events.



Resource Partners



CORONA Chamber of Commerce

- ▶ Mission: Promote business advocacy, community, and economic development, while serving as a catalyst for improving the community's overall quality of life.
- ▶ The City and Chamber have a longstanding partnership focused on enhancing business promotion and driving economic growth in Corona.

Item	FY 25 Contract / In-Kind	FY 26 Proposal	FY 26 Recommend / In-Kind	Summary
Executive Partner Marketing Support	\$18,000	\$18,000	\$18,000	Continue marketing partnership; support Shop Dine Corona.
Business Workshops	\$20,000 (4 workshops)	\$40,000 (8 workshops)	\$10,000 (2 workshops)	Recommend 2 workshops; additional workshops supported internally.
New Business Welcome Reception	\$4,000	\$4,000	\$4,000	Annual welcome reception to support business retention and engagement.
Manufacturing Tours & Industry Visits	\$10,000	\$10,000	\$10,000	Support 5+ tours and up to 2 major industry events.
Good Morning Corona, Events	\$6,250	\$10,000 (10 events)	\$5,000 (up to 5 events)	Sponsor up to 5 events with the Chamber.
Taste of Corona	\$5,000	-	\$5,000	Sponsor annual event per prior City commitment.
Executive Leadership Roundtable	\$3,500	-	\$3,000	Send two staff to build community relationships.
Host Local Gov ELR Day	\$3,000 (in-kind)	-	\$3,000 (in-kind)	Provide staff support for ELR Local Government Day.
Business Expo	\$1,250 (in-kind)	-	\$1,250 (in-kind)	Provide in-kind support for venue and staff.
Chamber Working Group Meetings	\$3,000 (in-kind)	-	\$3,000 (in-kind)	Provide in-kind support for meetings and facilities.
Community & Business Surveys	-	\$15,000	\$5,000	Recommend one survey using City's capacity to assess business needs.
Economic Forecast Event	-	\$7,500	-	Not recommended due to cost and alternatives.
Innovation Month	-	\$20,000	-	Not recommended; lacks alignment with City goals.
World Trade Conference	-	\$6,000	-	Not recommended due to cost and strategic misalignment.
Women's Leadership Conference	-	\$5,000	-	Not recommended; open to providing in-kind support.
Custom Introductions & Onboarding	-	\$15,000	-	City staff to handle internally.
Downtown Initiatives	-	\$10,000	-	City staff to handle internally.
TOTAL	\$66,750 + \$7,250 (in-kind)	\$142,500	\$60,000 + \$7,250 (in-kind)	

Chamber 2026 Proposal

Overview of Recommended Services FY 2026 Agreement

- **Business Workshops:** Two Chamber-hosted workshops; additional sessions can be handled by City staff.
- **Executive Partner Marketing:** Includes print, digital, and co-branded outreach, with Shop Dine Corona as a featured component.
- **Manufacturing Tours & Events:** Five tours and up to two major industry events.
- **New Business Reception:** Annual in-person welcome event with Chamber partnership.
- **Taste of Corona:** Annual event celebrating community and local businesses.
- **Good Morning Corona:** City will sponsor five events; staff can attend additional sessions.
- **Community & Business Survey:** One coordinated outreach survey to assess business needs
- **In-Kind Support:** Staff time and facility use for Business Expo, Working Groups, and Local Government Day.
- **Executive Roundtable:** Participation in regional leadership fosters cross-sector collaboration and engagement.

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