



CITY OF MENIFEE

SUBJECT: Fiscal Year 2022/2023 Update to the Menifee Valley Chamber of Commerce Memorandum of Understanding

MEETING DATE: October 19, 2022

TO: Mayor and City Council

PREPARED BY: Kayla Charters, Senior Management Analyst

REVIEWED BY: Gina Gonzalez, Economic Development Director

APPROVED BY: Armando G. Villa, City Manager

RECOMMENDED ACTION

1. Approve a resolution, updating the list of activities, information, training programs, events, and promotional products in connection with the Menifee Valley Chamber of Commerce for fiscal year 2022/2023.

DISCUSSION

The City Council approved a Memorandum of Understanding (“MOU”) on August 21, 2013, with the Menifee Valley Chamber of Commerce (“Chamber”), to further enhance outreach efforts with the Menifee business community. The existing MOU indicates the agreement shall automatically renew annually with the adoption of the City’s annual budget and with the adjustment of the “Attachment A” to the MOU, unless the agreement is terminated. The City of Menifee Economic Development Department’s activities are detailed in Attachment A-1, and Community Services Department’s activities detailed in Attachment A-2.

Attachment A-1 of the MOU reflects the various needs of the Economic Development Department by performance measures via activities, information programs, training programs, events, and promotional products and services for fiscal year 2022/2023. Attachment A-1 includes the following activities and events:

- Broker’s Luncheon (tied to the CEDS)
- Workshops for Businesses (4) (tied to the CEDS)
- Job Fair/ Career Expo (tied to the CEDS)
- Menifee K.E.E.P Business Walk (tied to the CEDS)
- Commercial/Office Broker Tour (tied to the CEDS)
- Ribbon Cutting Management
- Monthly Business Walks (5 businesses a month)

- Workforce Development MSJC/Education Summit (tied to CEDS)

Based on the attached needs, the Workforce Development/ Education Summit will work with regional partners, Community Services Department, and Economic Development.

Attachment A-2 of the MOU reflects the activities proposed by the Community Services Department and consists of assistance with outreach to businesses about California commercial recycling requirements by means of meeting presentations, webinar, newsletter, and web communications. As well as partnering on the Independence Celebration in terms of costs and logistics of the beer garden at the event.

STRATEGIC PLAN OBJECTIVE

Livable and Economically Prosperous Community

Through the partnership with the Chamber, the City of Menifee will increase efforts to foster a robust economy and creating jobs by supporting the business community through events and programs.

FISCAL IMPACT

The current fiscal impact for this item is \$28,167. This item was reduced from \$29,000 to \$28,167 due to the Chambers timing on approval of the proposed task items, thereby reducing the business walks monthly from a 12-month to 8-month agreement. This item is currently budgeted within fiscal year 2022/2023 in account no. 100-4350-52801.

ATTACHMENTS

1. Resolution
2. Original MOU
3. Attachment A-1
4. Attachment A-2