



CITY OF MENIFEE

SUBJECT: Fiscal Year 2021/22 Memorandum of Understanding with the Menifee Valley Chamber of Commerce

MEETING DATE: July 7, 2021

TO: Mayor and City Council

PREPARED BY: Kayla Charters, 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 and training programs, events, and promotional products in connection with the Menifee Valley Chamber of Commerce for Fiscal Year 2021/22.

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 Economic Development Department and the Chamber, have reviewed last Fiscal Year’s performance and events, and partnered to obtain an update of Attachment A of the MOU to reflect various performance measures via activities, information programs, training programs, events, and promotional products and services for Fiscal Year 2021/22.

Attachment A, for FY 2021/22 as it relates to the Economic Development Department, includes the following activities and events:

- Mayor’s Industry Idea Exchange (3 events) (tied to the Comprehensive Economic Development Strategy or “CEDS”)
- 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)
- Innovation Month Event (tied to the CEDS)

- Manufacturing Co-Event *NEW (tied to the CEDS)
- Commercial/Office Broker Tour *NEW (tied to the CEDS)
- Monthly Business Walks (10 businesses a month) *NEW

As part of the MOU maintenance and oversight, staff reviewed FY 2020/21 performances and events and found the following: The Chamber endured staffing transitions for an extended amount of time with no staff on board (4 months). The Chamber only began in May 2021 to recover from the impacts of staffing changes and the effects of the pandemic on its ability to function fully, network in person, and pay for support staff to hold events.

As a result, several items associated with FY 2020/21 MOU were not completed and not funded, due to the MOU being a performance-based contract, even after many follow up meetings, emails, and letters to be a supportive Chamber partner. It was conveyed by the Chamber Executive Board that the Chamber was without direct staff support to execute required events, as they were recruiting for a new Executive Director, and eventual support staff. The total remaining line items amounting to \$13,500, were reduced from the original \$45,000 MOU amount, for a cumulative FY 2020/21 total of \$31,500, as the following events/items were not completed, re-purposed, or developed into a new event:

- Business Recovery Conference (CDC Guidelines restrictions, support staff issue)
- ICSC Attendance (No in-person mega event being held)
- City Sponsorships (No staff to help develop new opportunities)
- Menifee K.E.E.P. Business Walk (Partial payment due to City support to complete the line item- as this occurred during the transition of the new Chamber Directors onboarding)

However, due to the transitional period the Chamber endured this past year, staff recommends approval of the new FY 2021/22 proposed list of services attached, as the Chamber now has the resources to accomplish the task list. New staff has been brought on to the Chamber and has worked with the City to develop the proposed programs/activities to benefit our growing and expanding business community.

The partnership between the Chamber and the City of Menifee's Economic Development Department is critical for the support of the existing business community (75% of new job creation comes from existing local businesses). In addition, support for the Chamber is important for new incoming businesses, which look at the strength of a Chamber before committing to expansion in the City. The Menifee business community has endured many challenges throughout the pandemic, and it is staff's recommendation to continue to support the Menifee small business community and promote a livable and economically prosperous Menifee.

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 \$45,000 and is included in the fiscal year 2021/22 budget in account #100-4350-52800.

ATTACHMENTS

1. Original MOU
2. Resolution
3. FY 21-22 Menifee Valley Chamber of Commerce MOU-Attachment A