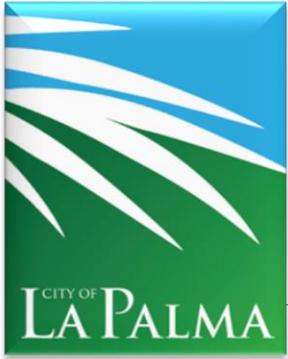

Business Engagement Council Policy & North Orange County Chamber Membership

CITY COUNCIL MEETING

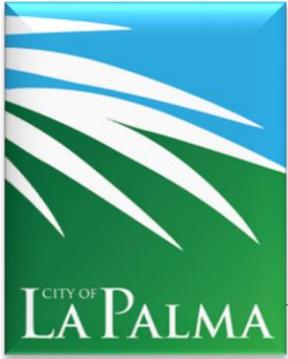
AUGUST 6, 2019





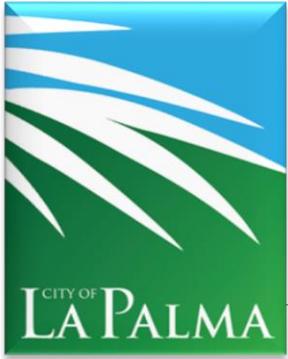
Background

- **City Council created the Business Engagement Ad Hoc Committee at its Strategic Planning and Goal Setting meeting in January 2019**
- **Appointed Council Members Patel & Steggell to serve for 2019**
- **Goal: Engage with local businesses to maintain and enhance a healthy economy**



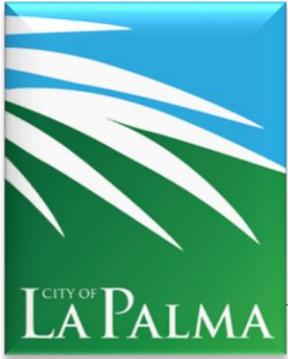
Background

- **Council Members Patel & Steggell met with the City Manager and staff to develop draft Business Engagement policy**
- **At the June 4 City Council meeting, the Council reviewed the policy & suggested the Committee return with a more focused and detailed policy**
- **Council Members Patel & Steggell met with the City Manager and staff to update the policy for the Council's consideration tonight**



Summary – Business Engagement Policy

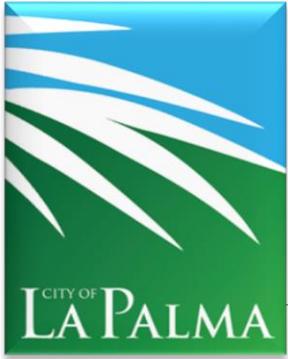
- **The Council will appoint two of its members to serve on the Committee**
- **The Committee will meet as appropriate to conduct business engagement activities and will report periodically to the Council
(*City Attorney addition*)**
- **The Council will annually review whether the Committee should remain in existence or whether its goal has been met
(*City Attorney addition*)**



Summary – Business Engagement Policy

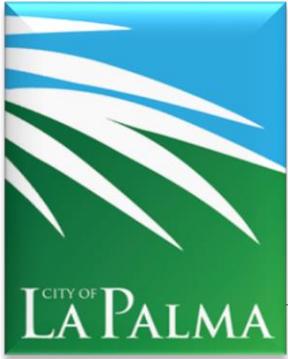
➤ **Committee will take the lead on various activities:**

- 1. Instituting walkabouts in commercial centers on a quarterly basis (at minimum)**
- 2. Hosting an informal mixer/networking event with local businesses to demonstrate appreciation and build relationships. Number of events will be determined at the Committee's discretion**



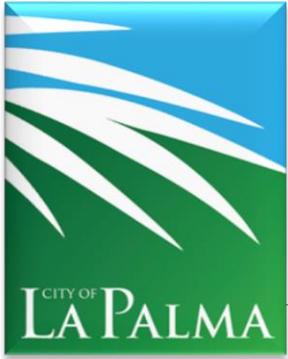
Summary – Business Engagement Policy

- 3. Creating a Business Spotlight Award to recognize a business at a City Council meeting on a quarterly basis, at minimum. Businesses will receive a framed certificate of recognition and promotion in City publications & social media**
- 4. Creating a Business of the Year Award to be presented at the annual State of the City address. This award will be selected from the Business Spotlight Awardees.**



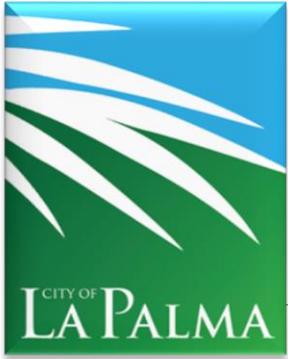
Summary – Business Engagement Policy

- 5. Lunch with six to twelve individual businesses per year (depending on Committee and businesses availability) that have a large number of employees and/or businesses that are high sales/property tax generators to establish relationships; discuss business needs; and find out how the City can help businesses achieve their goals**



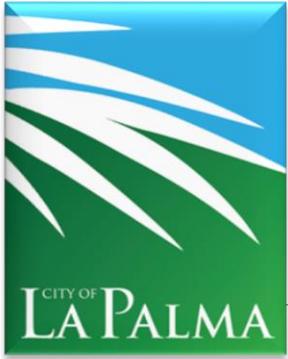
Summary – Business Engagement Policy

- **Similarly, city staff will take the lead on the various activities**
 - 1. Continue to offer and market SCORE workshops**
 - 2. Create and provide a welcome packet to new businesses**
 - 3. Provide surveys to all businesses once a year with business license renewals; quarterly survey of newly opened businesses to gauge overall experience with staff**
 - 4. Update the City's Economic Development Action Plan**
 - 5. Utilize City ad space on billboards**



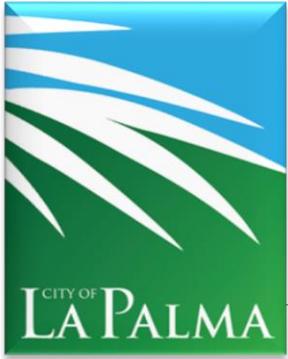
Summary – North Orange County Chamber

- **Committee requested staff to reach out to NOCC about potential partnership**
- **North Orange County Chamber (NOCC)**
 - **Represents businesses in Buena Park, Fullerton, La Palma, and Stanton**
 - **Supports economic success**
 - **Promotes an educated workforce**
 - **Provides opportunities for women and minority-owned enterprises**
 - **Advocates for businesses**
- **City Chamber Membership History**
 - **1998-2013: City a member of La Palma Chamber**
 - **2014: La Palma Chamber merged with Buena Park to become West Orange County Regional Chamber, which the City was a member**
 - **2016: West Orange County Regional Chamber absorbed by NOCC; City did not join NOCC**



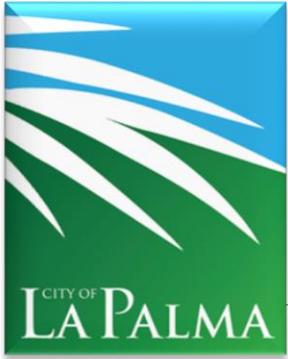
Summary – North Orange County Chamber

- **If City were to become a member of NOCC, La Palma businesses would enjoy the following benefits:**
 - **Ribbon cuttings scheduled and managed by NOCC**
 - **Courtesy NOCC membership to all La Palma businesses**
 - **Monitoring of legislative issues impacting businesses**



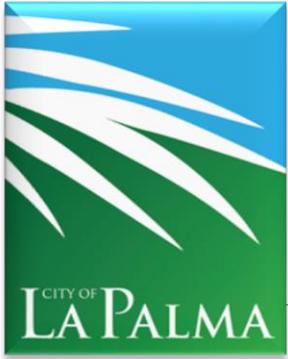
Summary – North Orange County Chamber

- **Similarly, if City were to become a member of NOCC, the City would enjoy the following benefits:**
 - **Annual corporate membership**
 - **Banner advertisement on NOCC website**
 - **Opportunity to publish news stories and events on NOCC website**
 - **Member discounts for Chamber events**
- **Annual membership cost: \$1,000**



Fiscal Impact

- **Staff has budgeted \$10,000 in the Adopted FY 2019-20 Budget for the Economic Development Fund to cover expenses related to the implementation of this policy as well as to fund the City's membership in the North Orange County Chamber.**



Recommendation

- **It is recommended that the City Council:**
 - **Adopt Council Policy 8: Business Engagement**
 - **Authorize the City's membership in the North Orange County Chamber with an annual membership fee of \$1,000.**



Questions/Discussion
