

CITY OF CLOVERDALE
CITY COUNCIL
RESOLUTION NO. 060-2018

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CLOVERDALE AUTHORIZING THE CITY MANAGER TO EXECUTE A SERVICE AGREEMENT BETWEEN THE CLOVERDALE CHAMBER OF COMMERCE AND THE CITY OF CLOVERDALE FOR ECONOMIC DEVELOPMENT AND PROMOTIONAL SERVICES IN FISCAL YEAR 2018-2019

WHEREAS, the Cloverdale City Council maintains a focus on the importance of economic development and reinforcing a distinct Cloverdale brand through attracting and retaining local jobs, boosting the City's economic well-being through increased tourism and regional visitors, reducing retail sales leakage, and encouraging greater community unity and pride; and

WHEREAS, the City Council desires a greater partnership with the Chamber of Commerce to maximize the use of local business and economic development talent in order to improve greater community unity and pride; and

WHEREAS, the Chamber of Commerce made a presentation to the City Council on May 9, 2017, wherein the Chamber set forth their "eXperience Cloverdale" promotion campaign; and

WHEREAS, Neena Hanchett, Executive Director and Chamber Board Member provided a new scope of work for fiscal year 2018-19 funding that is intended to support the Council's economic development goals by continuing to build on and enhance the previous year's successes; and

WHEREAS, the Chamber of Commerce submitted a scope of work and budget of \$50,000 for the tasks that will be accomplished for the City's annual contribution to the Chamber for its efforts; and

WHEREAS, the City Attorney prepared a draft services agreement for the scope of services which will expire on June 30, 2019, and the Chamber has agreed to execute said service agreement; and

WHEREAS, the proposed service agreement is for a term of one year for a not to exceed compensation of \$50,000, which will be funded through the General Fund.

NOW, THEREFORE, BE IT RESOLVED that the Cloverdale City Council authorizes the City Manager to execute a service services agreement between the Cloverdale Chamber of Commerce and the City of Cloverdale for economic development and promotional activities in Fiscal Year 2018-2019.

It is hereby certified that the foregoing Resolution No. 060-2018, was duly introduced and adopted by the City Council of the City of Cloverdale at its regular meeting held on the 28th day of August 2018, by the following voice vote: (Ayes- 5; Noes-0; Absent-0; Abstain- 0)


AYES: Councilmember Bagby, Vice Mayor Russell, Councilmember Brigham, Councilmember Wolter, and Mayor Palla
NOES: None
ABSENT: None
ABSTAIN: None

APPROVED:



Joseph J. Palla, Mayor

ATTESTED:



Linda Moore, Deputy City Clerk

**FY 2018-2019
Scope of Work for Contract
between the
City of Cloverdale
and the
Cloverdale Chamber of Commerce**

**Submitted by Neena Hanchett, Executive Director, and the Board Members
Aug. 15, 2018**

Chamber Accessibility/Staffing/Operations

Current Budget: \$53,300

Requested City Reimbursement: \$21,500

The Chamber will provide the following services:

Maintain:

- A professional and welcoming office space for visitors, residents and businesses, both members and non-members.
- Upgrade cloverdalechamber.com website as necessary and keep the community calendar current.
- Staff the Visitor Center-5 days a week during the “off-season” and 7 days a week during the summer and fall. (May through October).
- Refer relocation information for inquiring businesses and residents.

Provide:

- Referral services to local businesses, as necessary.
- Ombudsman assistance between prospective business and the City of Cloverdale, as needed. This extends also to existing businesses, as needed.
- Report to and give feedback to the City Council three times per year and more frequently, as necessary.

Business Outreach

Current Budget: Included in prior category

The Chamber will provide the following services:

- Monthly “Business After Hours” mixers open to the entire business community
- Utilize social media to promote business-to-business information
- Reach out to all businesses in Cloverdale to determine what’s working; what can be improved and develop a practical strategy of working together for the betterment of each.
- Work with existing businesses to encourage membership in the chamber.
- Refine and develop annual or semi-annual Sidewalk Sale and other events to promote local business.
- Post local business milestones and events via social media. (Anniversaries, personnel changes, special events, etc.)
- Ensure that business members are listed on the chamber’s website directory and under “Eat, Drink Stay, Play & Shop” pages, as applicable.

Continue:

- Directional Signage Program
- To move the Community Garden project forward
- To assist with Cloverdale Cultural Committee’s Festival de Dia de los Muertos event
- Hispanic Advisory Board
- Chamber Advisory Board
- Youth Advisors

Marketing/Promotion & Events

**Current Budget: \$40,025
Requested City Reimbursement: \$22,325**

The Chamber will provide the following services:

- Produce two community events: Winter Festival & Tree Lighting and the Cloverdale Car & Motorcycle Show (our 25th anniversary in 2018)
- Continue the development of a streamlined website which includes access to a community event calendar.
- Continue to brand “Experience Cloverdale” in advertising, promotion and marketing materials, (ie: license plate covers, coasters, t-shirts, caps)
- Expand placement of “Experience Cloverdale” flags and replace as necessary.
- Participate and promote the brand in regional advertising opportunities when affordable and it provides return on investment.
- Complete Trip Advisor campaign at the end of September and possibly establish another campaign in the spring of 2019.
- Experience Cloverdale website advertising on Sonoma West Publishers websites through Dec. 2018. They promote Cloverdale events, such as the Citrus Fair, Car Show and Winter Festival.
- Develop brochure listing “Things to do in Cloverdale” and other visitor-related material.
- Complete Business Attraction collateral to target restaurants, hoteliers and retailers to Cloverdale
- Brochures and local informational material will be updated as needed.
- Provide “Welcome Bags” to all new residents-buyers and renters and encourage local businesses to include flyers & promotions.

Future Projects: (TBD)

Requested City Reimbursement: \$6,175

- WiFi in the downtown core Initial estimate: \$3500-\$5000
- Announcement boards-downtown Plaza & Furber Plaza (cost unknown)
- Develop a Cloverdale App (cost unknown)
- Resurface Hwy. 101 “Welcome to Cloverdale” billboard (cost unknown)



**City Council/Successor Agency
Agenda Item Summary**

Agenda Item: 5
Meeting Date: August 28, 2018

Agenda Section Consent	Staff Contact David Kelley, City Manager
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Agenda Item Title

Discussion and Possible Action on Resolution No 060-2018, Authorizing the City Manager to Execute a Service Agreement between the City of Cloverdale and the Cloverdale Chamber of Commerce for Economic Development and Promotional Services in Fiscal Year 2018-2019

Background

The City of Cloverdale historically provided funding assistance to the Cloverdale Chamber of Commerce to support Economic Development by promoting positive business activities within the City that encourage a strong local economy and high quality of life. City funding support for the Chamber was largely directed toward operating and staffing the Visitors Center and providing general economic development services including business attraction and retention. In fiscal year 2017-18, the City substantially increased funding assistance to the Chamber of Commerce in order to support the following additional activities:

1. Expanded Visitor Center hours on weekends
2. City/Chamber Business Resource Guide
3. Quarterly newsletter in both Spanish & English
4. Report to the City Council three times per year
5. "New" Business Workshops
6. Redesign and produce new city of Cloverdale map
7. Develop new Chamber website destination pages

In addition to the additional activities, the scope of work with the Chamber included development of a new "eXperience Cloverdale" marketing and promotional campaign. Over the previous funding cycle, the Chamber successfully completed the additional activities listed above and implemented the eXperience Cloverdale campaign through social media, banners and flags, a Friday Night Live tabling effort and new promotional t-shirts. The marketing campaign continues to be implemented by the Chamber.

Summary

The Cloverdale City Council maintains a focus on the importance of economic development and reinforcing a distinct Cloverdale brand through attracting and retaining local jobs, boosting the City's economic well-being through increased tourism and regional visitors, reducing retail sales leakage, and encouraging greater community unity and pride. Neena Hanchett, Executive Director and Chamber Board Member provided a new scope of work for fiscal year 2018-19 funding that is intended to support the Council's economic development goals by continuing to build on and enhance the previous year's successes. The proposed scope of work covers the following three broad economic development tasks:

1. Chamber Accessibility/Staffing/Operations - \$21,500
2. Business Outreach - budget Included in Item No. 1
3. Marketing/Promotion &Events - \$22,325

Additional services included in this service agreement include seed funding (\$6,175) to assist with implementation of creative projects intended to promote economic development in Cloverdale including Wi-Fi in the downtown core (Initial estimate: \$3,500-\$5,000); announcement boards for the downtown Plaza & Furber Plaza (cost unknown); development of a Cloverdale App (cost unknown) and resurfacing the Hwy. 101 "Welcome to Cloverdale" billboard (cost unknown). The total budget for the proposed scope of work is \$50,000. For all of the services identified in the Chamber's Scope of Work, the Chamber will leverage other budgeted funding sources including membership dues to fully implement the scope of work.

Options

- 1) Adopt the attached resolution approving a service agreement/scope of work with the Chamber of Commerce;
- 2) 2) Reject the Resolution and proposed scope of work; or 3) Provide alternative direction to City staff.

Budget/Financial Impact

The City of Cloverdale Fiscal Year 2018-2019 Budget includes a line item in the Promotions Fund for the Chamber of Commerce totaling \$50,000. The funding request by the Chamber of Commerce is \$50,000 consistent with the City's adopted budget.

Subcommittee Recommendation

None.

Recommended Council Action

The City Manager recommends approval of the attached resolution which authorizes the City Manager to execute a new service agreement between the Cloverdale Chamber of Commerce and the City of Cloverdale for FY 2018-19.

Attachments:

- 1) Resolution No 060-2018
 - 2) Proposed service agreement with scope of work
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