



AGENDA REPORT

Department: City Manager's Office
Prepared by: Pedro Garcia, Economic Development Manager
Meeting Date: Tuesday, November 15, 2022
Approved by: Brad Raulston, City Manager

SUBJECT:

National City Chamber of Commerce Agreement Update

RECOMMENDATION:

Authorize allocating \$25,000 of the existing \$50,000 Economic Development agreement with the Chamber of Commerce to support the formation of a business/assessment district(s).

BOARD/COMMISSION/COMMITTEE PRIOR ACTION:

Not Applicable.

EXPLANATION:

The Chamber of Commerce has been supporting the National City business community for over 100 years and has functioned continuously as the city's largest civic organization. Their membership and support derives from more than 600 National City businesses and others throughout the San Diego region who are interested in advancing the commercial, industrial, and civic interests of the community.

The City of National City for many years has supported the National City Chamber of Commerce through shared goals of supporting our business community. The Chamber has also provided services to the City in support of the economic development goals adopted and prioritized by city council through a variety of programs.

The City has entered into what has evolved to an annual agreement with the Chamber of Commerce to perform economic development activities throughout the city. Services provided from the Chamber of Commerce are for marketing, advertising, public relations, technology assistances, and outreach to the businesses and community of National City.

The Chamber of Commerce is now seeking to allocate \$25,000 of its annual \$50,000 agreement towards the use of forming a business/assessment district for National City's downtown. The city's downtown is a burgeoning district for National City with recent successful developments such as Market on 8th and PARCO apartments. It is also home to well-known businesses such as Niederfranks Ice Creams, Napoleon's Pizza, and Ramada Inn. With the current momentum the city's downtown is having in developments and interest for investment, the Chamber believes establishing a business district to help bring more attention to the city's downtown is crucial to the continued success. This business district would help coordinate events, clean streets, marketing, advertising, and other key services to the district that will help with current and future businesses.

The Office of County Supervisor Nora Vargas is proposing a community enhancement grant for the National City Chamber of Commerce of \$75,000 towards the formation of the downtown business district. The \$100,000 will be used by the Chamber to hire a consultant team to manage

the formation process that takes approximately 1 year. If successfully formed, an assessment district will create ongoing revenue to support the Chamber's ongoing revenues.

FINANCIAL STATEMENT:

No financial impact. The \$25,000 is part of the existing \$50,000 agreement adopted April 05, 2022.

RELATED CITY COUNCIL 2020-2025 STRATEGIC PLAN GOAL:

Not Applicable

ENVIRONMENTAL REVIEW:

This is not a project under CEQA and is therefore not subject to environmental review.CCR15378; PRC 21065.

PUBLIC NOTIFICATION:

Agenda Report posted within 72 hours of meeting date and time in accordance with Brown Act.

ORDINANCE:

Not Applicable

EXHIBITS:

Exhibit A – Chamber of Commerce Agreement