



AGENDA REPORT

Department: City Manager's Office
Prepared by: Pedro Garcia, Economic Development Manager
Meeting Date: Tuesday, August 19, 2025
Approved by: Scott W. Huth, Interim City Manager

SUBJECT:

National City Chamber of Commerce Economic Development Agreement – FY 26

RECOMMENDATION:

Adopt the Resolution entitled, “Resolution of the City Council of the City of National City, California, Authorizing the Mayor to Execute an Agreement between the City of National City and the National City Chamber of Commerce for a Not-to-Exceed Amount of \$50,000 to Assist in Economic Development Services.”

BOARD/COMMISSION/COMMITTEE PRIOR ACTION:

Not Applicable.

EXPLANATION:

The National City Chamber of Commerce has a longstanding history of supporting the local business community, representing over 600 businesses and serving as the City's largest civic organization. Over the years, the Chamber has worked in partnership with the City to provide programs that support the economic vitality of National City.

As part of the adopted FY26 budget, \$50,000 has been allocated for continued economic development services by the Chamber. The agreement outlines key initiatives aimed at promoting local businesses, strengthening targeted industries, and enhancing workforce connections.

The updated Scope of Work (Exhibit A) includes the following deliverables:

- Weekly business visits throughout National City
- Monthly reporting on business feedback and issues
- Hosting four marketing and operations workshops focused on small businesses
- Promotion of local restaurants via the “Delish National City” campaign and social media
- Maintenance and expansion of the “Discover National City” website with new business listings and blogs
- Maintenance of a local job board to improve resident access to nearby employment opportunities
- Organization and execution of:
 - A Breezy 5K community run/walk event in Spring 2026
 - A new Automotive Festival and Expo highlighting the City’s auto industry

Additionally, the agreement supports Chamber-led events through \$10,000 in City sponsorships across a series of civic and business-focused events, including the Salute to Navy Luncheon, Annual Job Fair, and the Installation Dinner and Awards.

FINANCIAL STATEMENT:

Funds will be expended from General Fund account 100-10-13-13500-7650- (Economic Development -Agency Contributions).

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:

The Agenda Report was posted at least 72 hours before the Regular Meeting date and time, and 24 hours before a Special Meeting in accordance with the Ralph M. Brown Act

ORDINANCE:

Not Applicable

EXHIBITS:

Exhibit A – Agreement
Exhibit B – Scope of Services
Exhibit C – Resolution