

## Scope of Work for City Grant of \$50,000.00

*This is a proposal for the scope of work for the City's support for the National City Chamber of Commerce. These are all economic development tasks whose primary goal is to attract more business from outside the City of National City, to help local businesses grow and improve the economic opportunities for local residents.*

- 1) **Weekly Business Visits in National City.** The aim of this program is to have a permanent schedule of visits to businesses in National City, with the goal of learning about the nature of the business and what services they need and what challenges they are facing.

**Goal: Increase Business Visits and support**

**Deliverable: Visit 4 businesses every week, completing the attached survey for each business.**

The Chamber will share with the city the survey responses at the end of the month and a list of businesses visited in every district in National City.

- 2) **Marketing and operations workshops for Local Businesses (Yelp, Social Media and Google)** to educate and empower our local businesses to market their businesses in the new era of social media marketing. New Restaurant Committee logo created to promote restaurants – D'Lish National City.

**Goal:** Increase Social media presence of local businesses.

**Deliverable: Host a minimum of 4 Social media marketing workshops available to all businesses.**

**Workshops:**

**July 31 – Julio Carrasco – Bookkeeping and Tax Planning**

**September 24 – Deepti Kurup – Cyber security for small businesses**

**October 28 – Issybeth Rodriguez – Live well SD – Workplace safety and growth for small businesses**

**November 21 - TBA**

- 3) **National City Chamber of Commerce Restaurant Committee – New Chamber initiative**

The goal of this committee is to increase the visits and sales for all the restaurants in National City. The City has over 200 restaurants and most of them are small family-owned restaurants

with little knowledge and experience in managing a business and marketing. We intend to do for the restaurants in National City what they cannot do for themselves.

The mission of the National City Restaurant Committee is to support, promote, and strengthen the local restaurant industry by fostering collaboration, driving economic growth, and enhancing the dining experience in the community. This is especially important for the small family owned businesses with no business training or marketing knowledge. Marketing National City as a food destination with its own branding and pages on Social media and using existing marketing channels to promote NC as a food destination. Making restaurants compliant is also a goal of this committee.

We have created this committee of 15 committee members, that include restaurant owners and have had our first 3 meetings. A marketing sub-committee has been established to plan and manage the marketing component of this committee.

A new brand and logo has been created and a new Instagram page has been created to promote the restaurants in National City.

**Deliverables:**

- 1) 2 Restaurants will be highlighted and promoted every month for 30 days
- 2) Branding and promotion of National City as a food destination – using Delish National City as the name of the campaign and with the tag line “Flavors Without Borders”
- 4) **Maintenance and improvement of the website “Discover National City”** to be used as a promotional tool to bring more businesses to National City. By adding a minimum of 3 new Businesses every week to this website, community and city events, attractions, and blogs. This website will discover the many options for shopping and entertainment available in National City, especially people outside the city, bringing new business to these businesses. \*

We will prepare a list of the businesses that have been added every month, covering all the districts in National City. This is an ongoing task with no ending date.

**Goal:** Increase traffic to the website by 30% by the end of the 12 months

**Deliverable: An updated and robust website including events happening in the City and links to select local businesses’ videos.**

We will use this website as an important component for the promotional efforts of the Restaurant Committee

- 5) **Maintaining a listing of jobs available in National City on the NC Chamber of Commerce website.** The goal is to help local residents have access to jobs available in their own community, saving them transportation costs and easier access to good jobs. **Goal:** Updated Job Openings on a monthly basis.

**Deliverable:** to keep the list updated and have a minimum of 100 local jobs listed at any given time. This is an ongoing task. We can print out the monthly list of job offers at the end of the month.

#### **6) National City Chamber / Latinas a Correr 5K in National City - New Chamber initiative**

We are in the process of putting together a 5K Run /Walk for Spring 2026 in National City. Due to the nature of this event, we are partnering with an organization that has experience in organizing and managing an event like this. This will be a fundraising event for both the Non -Profit and the Chamber of Commerce.

The positive effect of this event, is that this would be the first 5K in National City, highlighting healthy living, community engagement and this will bring very strong promotion of the City of National City in the region.

**Deliverable: A 5K run that would have 500 runners in attendance , 30 local business vendors booths at the end, food from local restaurants.**

#### **7) National City Chamber Auto Festival and Expo 2026**

We are also in the planning stages of a new Auto Festival and Expo that will focus on highlighting the Auto Industry in National City. The Mile of Cars Association will be part of this event, and we are considering Pepper Park as a possible venue for the event. The Port of San Diego is being contacted to verify dates and details for having the event there.

National City's Auto heritage is very important and the focus of this event is to highlight what National City offers through all its automotive businesses and providers.

**Deliverable: An Automobile festival whose purpose is to promote local automotive businesses, dealerships to continue to promote the Automotive businesses in National City. Potentially have 75**

**vehicles in exhibition, 40 booths for local Automotive vendors, food vendors , et. Goal is to have over 3,000 visitors to this event.**

We will prepare a monthly report on each of these items so that the city can know the progress and impact that these activities have on businesses and the local community.

The National City Chamber of Commerce will issue a monthly invoice to the City for \$3,200.00 for 11 months and a final one of \$4,800.00 to round up the total to complete the \$40,000.00. In this way, the City would know the progress on a monthly basis for these tasks.

The City would also sponsor Chamber events for a total of \$10,000.00 for the year based on the attached sponsorship proposal.

- 1) Annual National City Chamber of Commerce Job Fair – September 2025 Title Sponsor \$ 1,000.00
- 2) NC Chamber Salute to Navy Luncheon – October 2025 Captain’s Package \$1,500.00
- 3) Annual Installation Dinner and Awards Ceremony – February 2025 Ceremonial Sponsor \$ 2,000.00
- 4) Chamber Quarterly Breakfasts – February – June – August – November \$1,000.00 for 4 breakfast (\$250.00 each)
- 5) NC Automotive Festival and Expo – Fall 2026 - \$1,500.00
- 6) Breezy NC 5K Walk / Run – April 2026 - \$1,500.00
- 7) Annual Chamber Golf Tournament – May 2026 - \$1,500.00