

# Board Referral 2022.19 Preliminary Response

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# Referral Summary & Background

- ◆ Referral 2022.19 was submitted by Supervisor Lopez and assigned by the CAO on 09/20/2022. The referral seeks to determine the possibility of the County of Monterey joining the Salinas Valley, Monterey Peninsula, and King City Chambers of Commerce. Currently several departments/offices in the County are individual members of each of these Chambers of Commerce. Preliminary response submitted by economic development on 1/24/2023.



# Project Description

- ❖ Currently the County of Monterey (as a single entity) nor the County Administrative Office (CAO) is a member of any chambers of commerce. Chambers of commerce are significant supportive organizations to the businesses in their respective communities. It would be a benefit for Economic Development to become a member of these chambers as it would provide additional marketing outlets and direct access to the broader business community.
- ❖ Economic development has received and implemented input from the Board of Supervisors to develop a more comprehensive analysis and anticipated effort for completion.



# Project Description

- ◆ The chamber of commerce membership program would include ten (10) members from the County of Monterey selected by the County Administrative Officer or his/her designee.
- ◆ The chamber of commerce membership program would be expanded to include any chamber of commerce in the County interested in being part of this program.
- ◆ Any chamber of commerce interested would need to provide their proof of non-profit status and business membership list.
- ◆ Economic development is proposing two membership options for review by the Board of Supervisors. These options include tiered rates based on chamber of commerce business member totals. Each of these tiered membership rates are associated with specific benefits and deliverables each chamber of commerce must adhere to.
- ◆ In conjunction with County Counsel a restriction on lobbying and public funds form has been drafted to accompany chamber membership.
- ◆ Economic development recommends an opt-out option for county departments that prefer to retain a membership at the departmental level.



# Estimated Project Cost

## Basic Membership Plan

- ◆ Top Tier – (500+ Business Members)
  - ◆ \$5,000
- ◆ Mid Tier – (250-499 Business Members)
  - ◆ \$2,500
- ◆ Base Tier – (1-249 Business Members)
  - ◆ \$1,250

## Premium Membership Plan

- ◆ Top Tier – (500+ Business Members)
  - ◆ \$10,000
- ◆ Mid Tier – (250-499 Business Members)
  - ◆ \$5,000
- ◆ Base Tier – (1-249 Business Members)
  - ◆ \$2,500





# Membership Benefits

## ◆ Top Tier

- ◆ Listed as a sponsor for three (3) or five (5) events of choice
- ◆ (10) tickets per event, programs, seminar, or workshop series or (5) tickets to one signature event
- ◆ All benefits listed below

## ◆ Mid Tier

- ◆ Reserved seat on advisory board(s)/committee(s)
- ◆ County logo visible on chamber website
- ◆ Recognition in each Journal issue
- ◆ (10) tickets per event, programs, seminar, or workshop series or (5) tickets to one signature event
- ◆ All benefits listed below

## ◆ Base Tier

- ◆ Article on a county department/office or leader in publication of choice
- ◆ Opportunity to speak to Chamber Board & Staff
- ◆ Highlighted business listing on website
- ◆ Access to no and low-cost marketing
- ◆ Business listing and in member directory on website
- ◆ Opportunity to serve on committee
- ◆ (10) tickets per event, programs, seminar, or workshop series or (5) tickets to one signature event

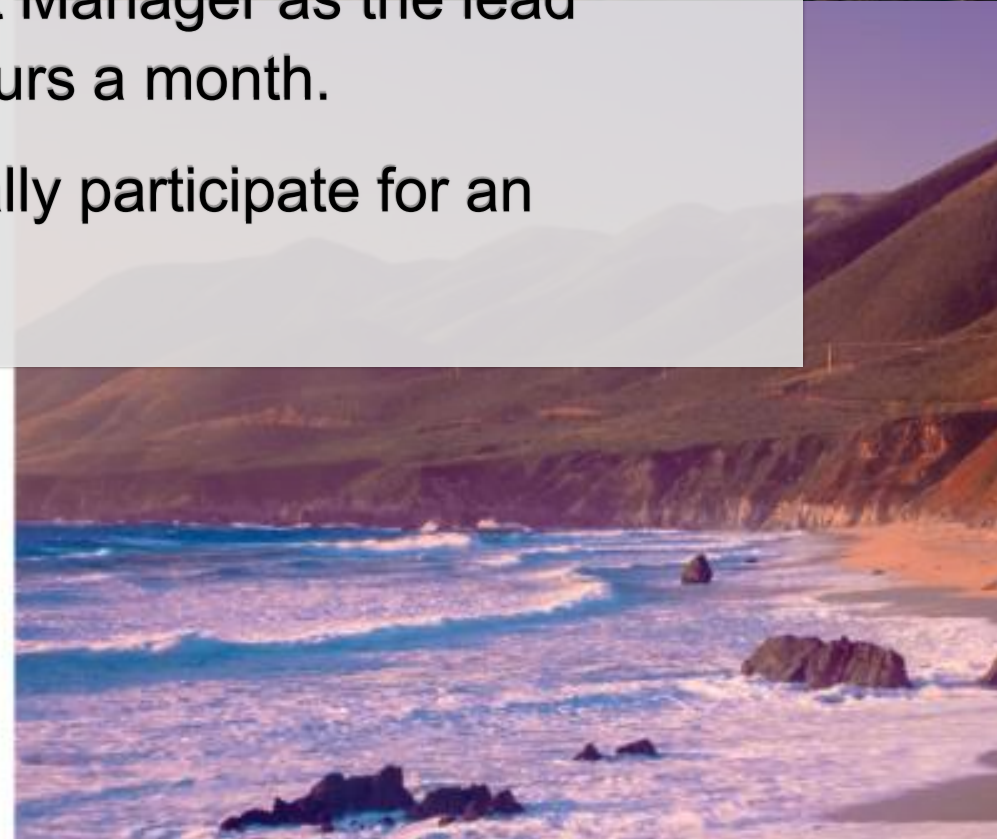




# Staffing Level Estimate



- ◆ Staffing will involve the Economic Development Manager as the lead member for an estimated staff time of 10-20 hours a month.
- ◆ A total of ten (10) County individuals to potentially participate for an unknown number of hours per month.





# Departmental Challenges

- ◆ Funding is not currently budgeted in the Economic Development division to join as a member of any chamber of commerce.
- ◆ Chamber of commerce memberships are renewed annually, which would cause the need for additional future funding.





# Proposed Response Date

- ◆ Depending on Board direction, staff proposes response back to the Board in July 2023.

