

ATTACHMENT 3

Business Community Development Proposal



April 28th, 2023

The Lake Forest Chamber of Commerce ("Chamber") is incorporated under the Nonprofit Mutual Benefit Corporation Laws of the State of California, 501(c)(6). It is organized under the Nonprofit Public Benefit Corporation Law for Public Purposes.

The Chamber is organized to:

- Promote member businesses and the competitive free-enterprise system of business.
- Promote member businesses, general economic growth, and business development in Lake Forest and the surrounding community by:
 - Promoting Chamber programs of an economic nature for its members designed to broaden its membership and expand the potential income of all classifications of business.
 - Promoting programs informative to its members.
 - Continuing expansion of the "Loyal Locals" program through the continued development and enhancement of seasonal networking events, and business networking educational forums.
 - Continuing partnership with the city to promote the business community and deliver large business, governmental, and community-based events.
 - Creating large community event(s) such as Forest Fest
 - Reviving our Taste of Lake Forest event

The main goals of the Chamber are to develop programs, events, and activities that encourage community business involvement. The Chamber has enhanced marketing efforts to expand its outreach locally and increase business opportunities. The Chamber is investing heavily to get more members involved with the Chamber as increasing membership adds a greater value for its members and gives them more opportunities to grow their businesses and support the business community.

The Chamber continues to actively assist its members by providing aid through programs that could help increase their profits and overall exposure in the city. The focus was to create an environment to return to "business as usual". The Chamber implemented extensive and effective use of its digital media platforms to add value to its members and create a wider audience with a broader outreach. The Chamber planned, organized, and executed its networking events, legislative events, and contracted city events.

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The priority for the upcoming Fiscal Year 2023-2024 is growth and sustainability. Membership had dropped to just below 250 (post-pandemic) and is now at 265. Our goal is to reach 300 members. The Chamber has decided to invest heavily in the growth and retention of membership and has taken the following steps to achieve this.

The Chamber has created and budgeted a paid position to perform as a Member Relations Coordinator. The expectations of this position are to increase membership by 2 to 10 members a month, increase sponsors, while increasing the revenue of tiered sponsorship levels, and create a larger network of members in the Chamber to add more value to their membership. The job description has been created and will be posted on several of the job site boards in the next few weeks. The goal is to hire a part-time employee within the next few weeks with the intent of bringing them on full-time by the Fall of this year. In addition, two of our earlier serving board members have been designated to serve as staff officers. The Chamber also has a paid position for the Chief Executive Officer, and additional part-time staff positions to aid with member retention and attraction, aid with larger events, and supply continuity as new board members are inducted and board positions change. The commitment level of our leadership team continues to be the driving force behind the achievement of a fiscally strong and responsive organization. Due to the rising cost of living expenses, we would like to give the Chamber staff a pay increase.

The Chamber will continue to actively support new business and anniversary ribbon cuttings as opportunities arise. Chamber members have expressed enthusiasm and gratitude for the events and services the Chamber has provided to the local business community. The Chamber prides itself on being a tool and a source of information for its members and will continue to provide this value and support.

The Lake Forest Chamber of Commerce is seeking continued support and partnership with the City of Lake Forest to aid with the initiatives for growth and increased outreach for the upcoming fiscal year. Events listed below are considered “staples” in the City/Chamber agreement and the Chamber requests to keep these scheduled events and programs for Fiscal Year 2023-24. Table 1 below outlines the event, approximate cost, and the previously awarded city funds breakdown for each event:

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Table 1: Events Listed in Current Chamber Agreement:

Event/Service	FY 2022-23 Approximate Cost Per Event (Actuals)	City Funding Breakdown
Online Training & Seminars	\$1,750	\$500
Facebook Live Interviews	\$1,750	\$500
State of the City/Meet the Mayor	\$5,360	\$6,000
Business Seminar & Expo	TBD	\$3,000
Business Mixer (October)	\$1,200	\$750
Business Mixer (May)	TBD	\$750
New Business Reception	\$1,043	\$750
Social Media Workshop	\$720	\$1,250
Legislative Luncheon	\$2,240	\$3,500
Job Fair	TBD	\$3,000
Annual Elf Yourself 5K Charity Run	Use of Sports Park and Barricades, City/Chamber promotion	
Chamber Board Meetings	Use of Hickory Conference Room 3 rd Thursday each month	
Total:	\$14,063	\$20,000

Most events listed in the City/Chamber Agreement are free of charge for members of the public to attend. The State of the City/Meet the Mayor is the lone exception. The event is the most expensive and time-consuming program we offer the community and charging for entrance allows us to recover costs associated with this event not covered by sponsors.

Additionally, the Chamber respectfully requests the city to continue providing room rentals for the events listed above free of charge. By utilizing the Civic Center and its conference rooms, we aspire to show off the beautiful facility and always encourage our event attendees to rent the space out for their business/personal needs.

The Chamber also requests continued partnership and support with the City of Lake Forest to increase value and community outreach by achieving the following:

- Expand and enhance business networking programs
- Expand and enhance business education and leadership programs
- Marketing and growth of the "Discover Lake Forest" program through the continued development and enhancement of seasonal networking events and business networking educational forums
- Continue partnership with the City to promote and organize several large businesses, governmental, and community-based events
 - Creating large scale community event(s) such as a Forest Fest
 - Reviving the Taste of Lake Forest
- Develop and manage Member to Member discount programs
- Continue Chamber Board development and Committee Chairs and the Ambassador program

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The Chamber is requesting additional funding and City partnership with several new events that offer value, outreach, and increased community and government engagement for the Chamber, the City, Chamber members and the business community. The Chamber is proposing to add to the contracted events in a subsequent agreement between the City and Chamber of Commerce. Table 2 lists events not currently listed in the City/Chamber agreement but would add immense value to the business community.

Table 2: New Events Request:

Event/Service	Funding Request
Taste of Lake Forest	Use of City Space, Budget for Rentals & Marketing in conjunction with City/Chamber promotion \$9,500
Forest Fest	\$25,000/Use of Sports Park
Option to Create a New Event	\$1,250/Use of 3 Community Center Ball Rooms and Atrium or Sports Park & Recreation Center
Host Beer Gardens at City events such as concerts in the park (3 events per year)	Use of City Barricades. Rental costs \$2,000 per event

The Chamber requests City partnership and funding on these added events to address the cost needed for staffing, office space, marketing, facility, food, entertainment, and outreach to achieve the growth initiative plan put into place.

Table 3: Proposed Fiscal Year 2023-24 City/Chamber Agreement:

Event/Service	Proposed Location	Funding Request
Promotion of Online Training & Seminars	N/A	\$500
State of the City/Meet the Mayor	Civic Center Campus	\$8,500
Business Seminar & Expo	Community Center	\$4,500
Tri Chamber Business Mixer	Community Center	\$2,100
New Business Reception	Community Center	\$1,700
Social Media Workshop	Community Center	\$1,700
Legislative Luncheon	Community Center	\$3,800
Facebook Live Interviews	N/A	\$500
Career Fair	Community Center	\$3,700
Annual Elf Yourself 5K	Sports Park	Use of Sports Park, Barricades, and Ad in Leaflet
Chamber Board Meetings	Hickory Conference Room	Use of Hickory Conference Room Quarterly
Taste of Lake Forest	TBD	\$9,500
Forest Fest	Sports Park	\$25,000
Option to Create New Event	Community Center/Sports Park	\$1,250
Host Beer & Wine Gardens at Concerts in the Park (\$2,000/event)	Concerts in the Park	\$6,000
Total:		\$68,750

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The Lake Forest Chamber of Commerce thanks you for your years of continued support and partnership and looks forward to many more years of a successful and valuable partnership for the local business community.

Thanks & Regards,

A handwritten signature in black ink that reads "Mary Visconte". The signature is written in a cursive, flowing style.

Mary Visconte
CEO Lake Forest Chamber of Commerce