



Lake Forest Chamber of Commerce Agreement

City Manager's Office
6.20.2023 City Council Meeting

Background



- The Lake Forest Chamber of Commerce launched in Fiscal Year (“FY”) 2010-11
- Professional Organization committed to promoting and supporting its member businesses and the surrounding community
- Creating a community environment in which businesses can grow, prosper, and thrive
- Consistently met or exceeded its obligations in each Agreement

Agreement



- Requires the Chamber to implement specific programs and events to assist with the City's Business Development and Attraction Goals
- The Chamber provides the City with a Business Proposal outlining its goals and initiatives for the upcoming FY
- The funding the City provides is intended to cover overhead and third-party expenses associated with business events and seminars

FY 2022-23 Recap



- Hosted 19 Grand Opening/Ribbon Cutting Celebrations
- Cosponsored 8 events with upwards of 750 people in total attendance
- Digital Media Training & Seminars reached 500+ views
- Marketed & promoted the Community Gift Card Program

Chamber Ad-Hoc Committee



- Met in May, 2023
- Recommends dividing events into two separate Agreements: Standard Services Agreement and Pilot Agreement

FY 2023-24 Proposed Scope of Services



Event/Services	Funding Request
Promotion of Online Training & Seminars	\$500
State of the City/Meet the Mayor	\$8,500
Business Seminar & Expo	\$4,500
Tri Chamber Business Mixer	\$2,100
New Business Reception	\$1,700
Social Media Workshop	\$1,700
Legislative Luncheon	\$3,800
Facebook Live Interviews	\$500
Lake Forest Career Workshop	\$3,700
Annual Elf Yourself 5K	Use of Sports Park, Barricades, and Ad in Leaflet
Chamber Board Meetings	Use of Hickory Conference Room Quarterly

FY 2023-24 Proposed Pilot Agreement



Event/Services	Funding Request
Beer & Wine Gardens at Concerts in the Park	\$6,000 (\$2,000 per concert in the park)
Business Appreciation Luncheon	\$15,000

The Chamber is also requesting to add the “Option to Create a New Event”, which entails funding in the amount of \$1,250 plus the use of the Civic Center or Sports Park.

Recommendation



1. Approve a Contractual Services Agreement between the City of Lake Forest and Lake Forest Chamber of Commerce for Business Development and Attraction services in the amount of \$27,000 for Fiscal Year 2023-24
2. Authorize the Mayor to sign, and the City Clerk to attest, the Contractual Services Agreement between the City and the Lake Forest Chamber of Commerce
3. Provide direction for a potential Pilot Agreement between the City of Lake Forest and the Lake Forest Chamber of Commerce for specific events and services for Fiscal Year 2023-24