



Midpeninsula Regional
Open Space District

LEGISLATIVE, FUNDING AND PUBLIC AFFAIRS COMMITTEE

R-15-50
March 17, 2015

AGENDA ITEM 4

AGENDA ITEM

Chambers of Commerce Memberships

GENERAL MANAGER'S RECOMMENDATION

A handwritten signature in black ink, appearing to be "SAP", written over the end of the "GENERAL MANAGER'S RECOMMENDATION" header.

Review Chambers of Commerce Memberships as part of Public Affairs Community Outreach Plan.

SUMMARY

In January 2015, the Board of Directors identified goals and objectives for Fiscal Year (FY) 2015-16 to implement the District's Strategic Plan. One of those goals, especially directed to the Public Affairs Department, was to establish partnerships and engage diverse communities through enhanced public education programs. In addition, the Board stressed its desire to involve the entire District organization in public outreach and communication. Along with targeting community and youth organizations, Public Affairs identified the need to engage with our business and corporate communities to raise awareness of the District. One strategy to accomplish this is to join and participate in several local Chambers of Commerce.

DISCUSSION

Chambers of Commerce are dedicated to enhancing the economic viability of their respective community. Funded by membership, Chambers serve as the collective voice of local business and industry and offer programs and services that support members, and in turn, support the community. The business community within Silicon Valley is a critical partner for the District and one that we have not fully engaged. Of particular value in a Chamber membership is the networking opportunities for Board and staff along with possible speaking engagements to familiarize the various chambers with the District.

Public Affairs has budgeted \$2,500 for Chamber memberships and supportive programming. Most of the Chambers in our District offer us the non-profit rate and consist of several hundred members from small businesses to large corporations.

While the District serves 17 cities, the time commitment and cost for joining all Chambers would be prohibitive. Public Affairs will target five to six Chambers in the upcoming two-year plan based on one of the two following criteria: 1) cities that lack direct connection to an open space

preserve and therefore might be less likely to understand the benefit of open space and District programs to their communities; and 2) cities that support the District and have a large membership base of key Silicon Valley businesses. In addition, the final list of those Chambers selected should be geographically dispersed throughout the District.

Based on the criteria and description listed above, Public Affairs plans to join the following Chambers for FY2015-16: San Mateo County: *Half Moon Bay, Redwood City*; Santa Clara County: *Mountain View, Sunnyvale, Saratoga*.

Before staff takes action to join these chambers, the General Manager is requesting LFPAC to comment on these choices and provide any additional recommendations or suggestions.

FISCAL IMPACT

An amount of \$2,500 has been allocated within the Public Affairs Budget for Chambers of Commerce membership.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

This item is not a project subject to the California Environmental Quality Act.

Attachment: Chamber Summary Report

Responsible Department Head:
Ana Ruiz, Assistant General Manager

Prepared by:
Shelly Lewis, Public Affairs Manager

Contact Person:
Shelly Lewis, Public Affairs Manager



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Attachment 1

Chamber of Commerce	Cost/yr*	One-Time processing fee	# of members/orgs	# of Membership Mixers**
Half Moon Bay	\$152.00	\$30.00	700.00	6-7 Member Mixers/yr.
Redwood City	\$330.00	\$30.00	1,200.00	Monthly
San Carlos	\$1,400/\$2,900	none	650.00	10 mixers/yr
Mountain View	\$550.00	\$35.00	500.00	Monthly
Palo Alto	\$1,500.00	\$50.00	470.00	Monthly
Los Altos	\$200.00	\$25.00	425.00	Monthly
Cupertino	\$210.00	\$25.00	250.00	Monthly
Sunnyvale	\$725.00	\$30.00	500.00	Monthly
Saratoga	\$437.50	\$35.00	200.00	Monthly

*These are all non-profit rates. For San Carlos, Palo Alto & SJSV chambers, the reason the rates are so high is because they have a restriction on how many employees the organization has to qualify for the non-profit rate. Because the District has over 100 employees, we are charged the higher level.

**In addition to the monthly mixers, the Chambers offer many other networking opportunities (more than 50/year)