



STAFF REPORT – CITY COUNCIL MEETING

October 04, 2023

TO: Honorable Mayor and City Council Members

FROM: Karen T. Diemer, City Manager

PREPARER: Karen T. Diemer, City Manager

DATE: September 27, 2023

TITLE: **Consider Approval of an Amendment to the Agreement with the Arcata Chamber of Commerce to Add Downtown Business Support Services.**

RECOMMENDATION:

It is recommended that the Council approve the amendment to the contract with the Arcata Chamber of Commerce to add services that were originally contracted with Arcata Main Street and that will now be consolidated under the Arcata Chamber.

INTRODUCTION:

For many years the City has had annual agreements for business support services with both the Arcata Chamber of Commerce and Arcata Main Street. This month Arcata Main Street will be closing operations and has made arrangements with the Arcata Chamber to consolidate business support services under their leadership. This item requests that the City amend the annual agreement with the Arcata Chamber to include activities that were originally contracted for with Arcata Main Street and re-allocate the funding that was originally committed to the Main Street contract to the Chamber to support the transition and the increased staff required to promote and manage the new events and tasks.

BACKGROUND/DISCUSSION:

The City has had an annual agreement with the Arcata Chamber of Commerce for many decades to aid in the support of local business development and success. The current scope of services includes:

1. Help keep the City apprised of needs and perceptions of the business community through surveys and other means.
2. Provide business networking opportunities.
3. Provide Professional development opportunities.
4. Conduct Community and Business Outreach.
5. Collaborate with College and Career Center and Cal Poly Humboldt on Strategic Business and Community Initiatives..

6. Maintain Chamber website.
7. Work with Zero Waste Humboldt to reduce waste for events.
8. Provide Support for Tourism and Businesses Serving Visitors.

The City also had a agreement with Arcata Main Street to provide specific event coordination and business support to the downtown which included:

1. Plaza/downtown event leadership and collaboration.
 - a. Provide multi-generational, inclusive Plaza event programming, including Arts! Arcata, food events, Picnic's on the Plaza (while businesses are open), Summer Concert Series, Halloween Event, Season of Wonder and Light and support for BiPOC recognized holiday events.
 - b. Work with Cal Poly Humboldt to organize events for new students & parents. Collaborate on hosting sports, cultural, and other events such as commencement/graduation, Humboldt Preview and Parents' Weekend.
 - c. Organize Plaza events, "cash register" events and local food events to include and honor the indigenous and diverse cultures which have shaped Arcata's history. Actions may include in-store sales, sidewalk and parking lot sales, themed window displays or special activities.
 - d. Strengthen Arts! Arcata to build a larger event presence on the Plaza.
 - e. Plan a successful and safe Oyster Festival
 - f. Coordinate with the City with guidance from the Plaza Improvement Task Force Report and Strategic Arts Plan on ways to enhance and beautify the downtown.
 - g. Collaborate with other Chambers, educational institutions, non-profits, advocacy organizations, businesses, tribes and rancherias and other possible partners to co-produce events, offer support, and leverage resources.
2. Work with downtown businesses to maintain a pulse on business needs and opportunities.
3. Provide Marketing and Branding to Downtown Arcata
4. Coordination, Board Development and Sustainable Funding Planning
5. Track and monitor progress

The City has received notice that at the end of the month Arcata Main Street will be dissolving their operations. The Main Street Board has worked with the Arcata Chamber of Commerce Board to consolidate key programs under the Chamber's leadership.

Starting October 5, 2023, the Arcata Chamber will start planning in earnest to keep several key programs active such as the Season of Wonder and Light, Arts Arcata, the Oyster Festival and coordinated marketing and business networking for the Plaza and downtown businesses.

As part of the discussions about the consolidation of services the Arcata Chamber Board has requested that the City allocate the American Rescue Plan Act funds that were originally allocated to Arcata Main Street but were never paid to Arcata Main Street to the Chamber to complete the transition of programming, to allow them to hire the staff necessary to support the event volume that comes with revised scope of work and the marketing and media support outlined in the contact amendment.

POLICY IMPLICATIONS:

The reallocation of funds to the Arcata Chamber is consistent with the Council's previous action to support the rebuilding of events and activities that support the downtown as we emerge from the pandemic and as we seek to strengthen businesses.

BUDGET/FISCAL IMPACT:

The Amendment would provide the \$100,000 of the funds that were budgeted for rebuilding of programming during the 2022/23 and 2023/24 fiscal years. No additional appropriation of funds is requested.

ATTACHMENTS:

- A. Calendar of Events '23-'24 (DOCX)
- B. Arcata Chamber Agreement 2022-2025_Amend2-Add AMS Scope (DOC)