



Staff Report

BELMONT CHAMBER OF COMMERCE REQUEST FOR CITY REDEVELOPMENT AGENCY PARTICIPATION WITH BUSINESS DIRECTORY PUBLICATION

Honorable Chair and Board Members:

Summary

Staff is recommending the Agency Board authorize Redevelopment Agency financial participation in the soon to be released Belmont Chamber of Commerce Business Directory Publication in an amount not to exceed \$26,000. The funding source for this amount is recommended to be Redevelopment Agency funds consistent with the Agency goals of Belmont Redevelopment Agency economic development, redevelopment and business retention.

Background

The Belmont Chamber of Commerce plans to publish a business directory of chamber member businesses (approximately 200), including a city-wide street map, for release in May of this year. This 32 page color directory will be primarily financed from advertising sponsorships from 30 Belmont businesses and is expected to have a two year life. The number of business sponsors may increase if the City Redevelopment Agency participates since the document would then be delivered to 9,000 homeowners in the City of Belmont. To date, the Chamber has commitments from Belmont businesses totaling approximately \$30,000.

The Chamber President and Executive Director have approached the Agency Executive Director and Finance Director with an offer of Belmont Redevelopment Agency participation. This Agency participation in the amount of \$26,000 would include:

- a) Delivering of a directory to each of 9,000 homeowners in the City of Belmont; and
- b) 1,000 extra copies for the Agency's use as it deems appropriate; and
- c) 6 full pages in the 32 page directory to use as we deem appropriate

Discussion

Should the Agency Board authorize this \$26,000 request, Agency staff will develop text for the 6 pages of City of Belmont and Belmont Redevelopment Agency citizen information. Content could include things like:

- a) Messages from the Mayor/Agency Chair and Agency Executive Director

- b) Redevelopment Agency programs such as Façade Improvement
- c) Information about City and Agency departments as well as other local agencies
- d) Information on City Commissions
- e) Information on the City’s website
- f) Photo collage
- g) Tips on how to take advantage of the one stop permit center
- h) Important municipal/Agency phone numbers and email addresses
- i) Information on recent City ordinance changes relating to noise, administrative code enforcement, Recreational vehicle parking, etc.
- j) Information on planned economic development and redevelopment activities.

General Plan/Vision Statement

No Impact.

Fiscal Impact

The cost breakdown on the \$ 26,000 is as follows:

➤ 10,000 directories, 9,000 to Belmont homeowners	\$ 18,000
➤ 6 pages of City promotion	<u>8,000</u>
Total	\$ 26,000 =====

Payment terms are ½ when the Chamber printing purchase order is released and the balance upon delivery of the publications.

Source of funds is the City of Belmont Redevelopment Agency Account No. 841-4631-8355 Economic Development/Marketing. There are sufficient funds in the FY 2007 Budget to accommodate this request.

Public Contact

Posting of the Redevelopment Agency Agenda. In addition, the Belmont Business Directory will be delivered to 9,000 homeowners in Belmont. Further, 1,000 copies of the directory will be available for public counter and other City directed distributions.

Recommendation

It is recommended that the Belmont Redevelopment Agency Directors approve the attached Agency resolution authorizing the Agency Executive Director to participate in a Belmont Chamber of Commerce business directory publication in an amount not to exceed \$26,000.

Alternatives

1. Take no action

2. Increase or decrease the number of pages of Agency participation in the publication. 8 pages are available for \$28,000 and 4 pages are available for \$24,000.

Attachments

- A. Agency Resolution

Respectfully submitted,

Jack R. Crist
Agency Executive Director

Staff Contact:
Jack Crist
650-595-7410
jcris@belmont.gov

REDEVELOPMENT AGENCY RESOLUTION NO. _____

**RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF BELMONT
AUTHORIZING THE AGENCY EXECUTIVE DIRECTOR TO PARTICIPATE IN A
BELMONT CHAMBER OF COMMERCE BUSINESS DIRECTORY PUBLICATION IN
AN AMOUNT NOT TO EXCEED \$26,000**

WHEREAS, the Belmont Chamber of Commerce is publishing a Belmont business directory to be released in May 2007; and,

WHEREAS, the Belmont Chamber of Commerce is desirous of City of Belmont Redevelopment Agency participation in this business publication; and,

WHEREAS, City of Belmont Redevelopment Agency participation in the business directory will result in the publication being delivered to 9,000 Belmont homeowners; and,

WHEREAS, the City and Agency will be afforded the opportunity to utilize 6 pages of the directory for City/Agency promotion;

NOW, THEREFORE, BE IT RESOLVED that the Redevelopment Agency of the City of Belmont hereby authorizes the Executive Director to participate in the Belmont Chamber of Commerce Business Directory Publication in an amount not to exceed \$26,000.

* * * * *

I hereby certify that the foregoing Resolution was duly and regularly passed and adopted by the Redevelopment Agency of the City of Belmont at a regular meeting thereof held on February 13, 2007 by the following vote:

AYES, DIRECTORS: _____

NOES, DIRECTORS: _____

ABSTAIN, DIRECTORS: _____

ABSENT, DIRECTORS: _____

Secretary, Redevelopment Agency

APPROVED:

Chair, Redevelopment Agency