

EXHIBIT "A"

**Greater Coachella Valley Chamber of Commerce -  
Scope of Services for City of Cathedral City  
Fiscal Year 18/19**

*A description of services provided to the City of Cathedral City (City) in addition to the traditional functions of the Greater Coachella Valley Chamber of Commerce (Chamber).*

**A. VISITOR CENTER AND MARKETING: *Provide information, local marketing, and support materials to the public***

The Chamber shall serve as the City's Visitor Information & Welcome Center at a location within the City and shall be responsible for marketing the City to visitors to the Center. This includes conveying information regarding all licensed businesses and activities within the City in a positive and professional manner via all forms of communication. The Center may refer to a business outside the City if no equivalent service exists within the City or if the visitor specifically requests such information. For purposes of this Agreement, the Chamber shall show no deference to Chamber members versus other city businesses.

The Chamber shall maintain and make available a local directory and information packets, and provide other visitor and business assistance information. The Chamber shall maintain reference materials on local and regional attractions; City services; residential, senior and affordable housing; special events; public art; shopping and retail throughout Cathedral City; and transportation services. Promotion of this information shall be prioritized as follows:

- Cathedral City businesses and events, whether or not affiliated with the Chamber
- Non-Cathedral City businesses and events affiliated with the Chamber
- Non-Chamber businesses outside the City

The Chamber shall log the number of contacts (visitors received and telephone inquiries) and the type of information requested for inclusion in its Quarterly Activity Reports. The Chamber shall notify the City's Economic Development Director and Business Development Manager in a timely manner of inquiries of economic interest to the City and of inquiries necessitating a response by the City.

The Visitor Center shall be staffed Tuesday through Friday, 8:30am to 4:30pm (closed one hour for lunch). When the local office is closed, all phone calls and emails will be forwarded to the main Chamber office for immediate response. The Center may be closed for holidays\*, special events, or unforeseen circumstances. The Chamber shall provide timely notification to the City's Economic Development Director and Business Development Manager of these occurrences.

\* Holidays: January 1 (New Year's Day), Martin Luther King Jr.'s Birthday, Memorial Day, July 4th (Independence Day), Labor Day, Veteran's Day, Thanksgiving Day, Friday after Thanksgiving Day, Christmas Day

<b>Visitor Center and Marketing:</b>					
<b>Annual Labor (hours)</b>	<b>Annual Labor (cost)</b>	<b>Annual Operational Cost</b>	<b>Total Cost</b>	<b>Chamber Share of Cost</b>	<b>City Cost</b>
1,664	\$58,240	\$14,500	\$72,740	65%	\$25,500

**B. ECONOMIC DEVELOPMENT: Outreach to new businesses; support existing businesses; and collect data**

The Chamber shall maintain a “Business Welcome Packet” comprised of a joint letter from the Mayor and Chamber Board Chair, Chamber membership application, a Community Profile, City business license application, and City services directory, or other material as appropriate. The Chamber shall provide these packets to the Business Development Manager for use by the Business License division for distribution to new and renewing business license applicants. The City will notify the Chamber of restocking needs allowing for up to 3 business days for a turnaround.

The City will provide the Chamber with a list of new and renewing in-town/non-home based business license applicants on a monthly basis. The Chamber shall contact these businesses (business visit, phone, and/or email as appropriate) within 30 days of notification to welcome them as a member of the City’s business community and enable the Chamber to proactively grow its membership by conveying Chamber benefits. The Chamber shall log each contact for inclusion in its Quarterly Activity Reports.

To strengthen connections with the business community, the Chamber shall organize and conduct monthly “business walks” with City participation to facilitate ongoing relationship building. A minimum of 10 businesses are to be visited during each walk. To connect with the City’s many Latino-owned businesses, at least one participant should be fluent in Spanish. Input on 2 to 3 questions should be sought to better understand and support the business community, such as desired Chamber services relative to business ownership and customer base. Information such as Chamber member benefits, Chamber and City events, and Chamber/City contact cards should be distributed during these walks. The Chamber shall log its visits and responses to its inquiries for inclusion in its Quarterly Activity Reports. Scheduling during the 3 months of summer may be adjusted to accommodate weather conditions.

The Chamber shall seek input from the business community on City guidelines and programs that may impact business activity (i.e., sustainability and signage) by performing up to 4 inquiries per year on behalf of the City. The results shall be reported to the City’s Economic Development Director and Business Development Manager.

<b>Economic Development: Business Support Services</b>					
<b>Annual Labor (hours)</b>	<b>Annual Labor (cost)</b>	<b>Annual Operational Cost</b>	<b>Total Cost</b>	<b>Chamber Share of Cost</b>	<b>City Cost</b>
420	\$14,700	\$1,000	\$15,700	32%	\$10,000

**C. City Events: Host State of the City, conduct Orion Awards, and provide a marketing presence**

The Chamber shall organize and host the annual State of the City for the Mayor’s presentation of the City’s progress and development efforts. The City will provide content for the event. The Chamber shall provide the City with sufficient notice of the specific date of the event to allow for adequate preparation time. The Chamber shall also conduct the annual Orion Awards event to celebrate the business community. Additionally, the Chamber shall use its monthly/or other events to provide business support and education that includes a focus on the many Latino-owned businesses in the City.

The Chamber shall manage and fund all elements of the State of the City and the Orion Awards events, including marketing, logistics, permitting, license, budget, and other components as necessary. The Chamber may keep all profits associated with these events, including sponsorships and ticket sales in an effort to offset Chamber costs.

The Chamber shall provide the City with a set number of passes as follows for the various Chamber events in which City leaders are an integral party to:

- State of the City – 10 passes
- Annual Community Recognition Event (i.e., Orion Awards) – 20 passes
- Monthly Event (i.e., Chamber lunches) – 5 passes each
- Other Events – 5 passes each

The Chamber shall host and promote a “Wedding and Quinceañera” Expo as their major business expo for the West Valley. The Expo shall take place in Cathedral City and focus on the promotion of local businesses serving these and other special events. The City shall be allocated display space at no cost.

Chamber activities shall also include monthly “Tips ‘n Tricks”, business mixers and special Chamber events. Chamber will provide timely notice, via email, to the Economic Development Director and Business Development Manager all City related events. Business support and education shall be incorporated into these events based on an awareness of the individuals who comprise Cathedral City’s business community and its customer base. Partner with other organizations such as CVEP, SBA, and GCWBC to promote events in both English and Spanish. Partnership and mutual promotion shall be conducted free of charge and in a timely manner. The City’s Economic Development Department will promote Chamber events via the City’s Business e-Newsletter (with flyers when provided) and conversely, Chamber shall promote City events.

The Chamber shall staff the information booth at the City’s three annual signature events: Balloon Festival, LGBT Days, and Taste of Jalisco. A booth will be supplied to the Chamber at no cost, as well as other event requirements such as permits.

<b>Events:</b> Recognize and inform businesses					
<b>Annual Labor (hours)</b>	<b>Annual Labor Cost</b>	<b>Annual Operational Cost</b>	<b>Total Cost</b>	<b>Chamber Share of Cost</b>	<b>City Cost</b>

519	\$18,165	\$38,233	\$56,398	70%	\$16,000
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**D. CITY PROMOTION: *Create and promote a “Local First Cathedral City” program; identify business clusters; and provide material support***

The Chamber shall further promote its “Local First Cathedral City” Program by expanding upon the website and local directory that the Chamber began under the FY17/18 Agreement. This branding/marketing campaign is intended to drive customers to city businesses and shall include promotion of the targeted website, website splash pages, other social media, print materials, and giveaways. The Program may include local discounts with reliance on individual businesses to supply these.

To further promote public awareness of city businesses, the Chamber shall identify business clusters within the City (i.e., restaurants, hotels, and auto services) and provide support directed at these clusters that includes meetings with key industry and segment leaders, website promos, visitor guides and other business drivers.

The Chamber can be a key participant and promoter of City events. To do so, the Chamber shall monitor the City’s events website ([www.DiscoverCathedralCity.com](http://www.DiscoverCathedralCity.com)) and coordinate on a regular basis with the City’s Communications and Events Manager to obtain information about these events and to share cross-promotional information. The Chamber shall also convey timely information to its members via its social media broadcasts, email notices, and on the Chamber website regarding roadway construction projects, utility upgrades, and other public service information it receives from the City or other public agency.

<b>City Promotion “Local First” Campaign and Business Clusters</b>					
<b>Annual Labor (hours)</b>	<b>Annual Labor Cost</b>	<b>Annual Operational (Mktg) Cost</b>	<b>Total Cost</b>	<b>Chamber Share of Cost</b>	<b>City Cost</b>
178	\$6,230	\$5,300	\$11,530	26%	\$3,030