



**Approve and Authorize
Execution of a
Memorandum of
Understanding between
the City and the
Huntington Beach
Chamber of Commerce**

November 7, 2023

Background

- Chamber is a leading proponent for HB business interests and one of the City's primary economic development partners
- Chamber and the City have mutual interest of enhancing the HB economy
- MOU formally establishes a joint working relationship



HB Chamber

- Non-profit est. in 1904 representing 400+ members
- Provides valuable business resources and services:
 - Outreach
 - Support
 - Capacity Building
 - Networking
 - Advocacy
 - Professional Development
- Financed through membership dues and revenue generated by programs and events
- Voluntary 20-person Board of Directors, supported by 1 FT and 3 PT staff members, and 14 volunteer ambassadors



HB Chamber + City

- City has partnered with Chamber on events and occasionally waived room rental fees at City facilities in exchange for event attendance
- Currently, the exchange of support offered by both parties is not clearly defined
- MOU defines the roles and responsibilities of both parties and provides certainty in terms of the amount of funding to be received and/or budgeted

HUNTINGTON BEACH CHAMBER OF COMMERCE 2024 ANNUAL EVENTS

BEST OF HB

LOCATION: HB SENIOR CENTER

JANUARY 11, 2024

The Best of HB is an annual awards ceremony recognizing community standout individuals and organizations who have contributed significantly to the betterment of Huntington Beach. In 2022, over 3500 votes were cast from the community recognizing 10 categories and nearly 40 organizations.

MAYOR'S BREAKFAST

LOCATION: TBD

FEBRUARY 2024

Join the Mayor of Huntington Beach for the Mayor's Breakfast to gain insights into the city's plans, initiatives and policies in 2024.

ANNUAL GALA

LOCATION: HB SENIOR CENTER

MARCH 1, 2024

Get ready for an action-packed night at the Annual Gala, because the Chamber is sure to bring much excitement! The Annual Gala helps to promote business networking and community involvement. Dress in your favorite gala attire, enjoy great dinner and drinks, dance to live music, bid on auction items, and recognize and thank outgoing Chamber Board Members and then welcome the installation new Board Members.

STATE OF THE COUNTY/ ECONOMIC OUTLOOK

LOCATION: TBD

MAY 2024

The Annual State of the County & Economic Outlook will feature keynote speakers and panel discussions from top business leaders, as well as updates from regional legislators, service providers, and business organizations on the economic climate and challenges facing the county.

47TH ANNUAL GOLF TOURNAMENT & TASTE

THE HUNTINGTON CLUB

JULY 15 2024

The Golf Tournament & Taste is the largest event hosted by the Chamber, featuring sponsors and restaurants on each of the course's 18 holes. The auction items debut at the Summer Sunset Mixer, convening both golfers and non-golfers to network in an engaging environment with music, auctions and a helicopter ball drop.

HUNTINGTON BEACH NIGHT AT ANGEL STADIUM

ANGEL STADIUM

SEPTEMBER 2024

Huntington Beach Night at Angel Stadium invites HB Locals for a night out at the ball game vs the Seattle Mariners. You won't want to miss out on this exclusive event! Every year, we reserve group seats in what is expected to be an amazing evening with many networking opportunities. Come early to hang out at the Huntington Beach Tailgate before the game!

TASTE OF HB

LOCATION: TBD

OCT 5, 2024

The Taste of Huntington Beach is a culinary extravaganza that showcases the skills of local chefs and the products of regional wineries and breweries. For a single fee, guests are granted unlimited access to samples of delectable fare and beverages. The funds raised from this event are utilized to support various programs and events for Chamber Members.

STATE OF THE CITY

LOCATION: TBD

NOVEMBER 2024

The State of the City provides an overview of recent accomplishments and future goals of Huntington Beach's City Government, officials, and bureaus, aimed at promoting the city's betterment.

MOU

- City to pay \$2,500 in membership dues and provide in-kind trade for use of City facilities for Chamber events in exchange for an Executive Level Membership
- Chamber membership will provide recognition of the City's event sponsorship
- Term shall be effective upon Council approval and terminate December 31, 2025
 - Includes 2023 State of the City event
 - May extend for an additional one-year
 - Terminate early with 60 days' notice



Signature Investors

Chairman



Partner



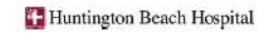
Executive



Corporate



Business



Obligations of Chamber

- Provide City with Executive Level Membership benefits which includes at least \$9,800 in sponsorship value to the following events (or similar):

Chamber Event	Sponsorship
Mayor’s Breakfast Event	Title Sponsorship (Value \$3,500)
State of the City Event	Title Sponsorship (Value \$2,750)
State of the County & Economic Outlook Event	Silver Sponsorship (Value \$1,250)
Annual Gala	Silver Sponsorship (Value \$1,150)
Best of HB	Bronze Sponsorship (Value \$350)
Sunset Mixer	Four Tickets (Value \$100)
Robert Mayer Leadership Academy	50% discount (Value \$700) – 20% off additional
After-5 Mixer Events	10 (Value \$120)
AM Connect Events	3 passes (Value \$60)
B2B Event	1 pass (\$25-\$35)

Obligations of Chamber Continued

- Provide invitations to Chamber functions
- Promote City programs aimed at assisting the business community
- Maintain and continue to improve the Chamber image
- Host and coordinate State of the City Event and invite 20-30 youth leaders at no cost
- Endeavor to implement agreed upon strategic initiatives and continue to deliver pillars of Chamber service



Obligations of the City

- Pay \$2,500 annually for Executive Level Membership
- Provide up to \$9,800 of in-kind trade (room rental fee waivers) for up to 7 Chamber events at City facilities
- Provide monthly lists of new businesses
- Provide space for a Chamber brochure at the City's business license counter
- Attend (to the best of ability) AM Connects and ribbon cuttings
- Consider Chamber participation in City events as a City partner
- Provide Economic Development staff to attend monthly Chamber board meetings



Recommendation

To support the valuable services provided by the Chamber and the City's economic development efforts, staff recommends City Council approve and authorize execution of the proposed MOU.



Questions?

