



## AGENDA REPORT SUMMARY

**Meeting Date:** September 12, 2023

**Subject:** Los Altos Chamber of Commerce Contract

**Prepared by:** Anthony Carnesecca, Assistant to the City Manager

**Reviewed by:** Jon Maginot, Assistant City Manager

**Approved by:** Gabriel Engeland, City Manager

**Attachment(s):**

None

**Initiated by:**

City Council

**Previous Council Consideration:**

May 23, 2023

**Fiscal Impact:**

This contract will cost \$67,500 annually (1110-5400) for five years and has already been incorporated into the budget at Council direction.

**Environmental Review:**

Not applicable

**Policy Question(s) for Council Consideration:**

- Does the City Council wish to direct the City Manager to execute an agreement with the Los Altos Chamber of Commerce?

**Summary:**

- City Council directed City staff to draft a contract with the Chamber of Commerce in the amount of \$67,500 annually for five years.
- City staff worked with the Chamber of Commerce to draft a contract that will execute specific objectives and achieve accomplishments with regards to tourism and visitor attraction on an annual basis.

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City Manager

GE

Reviewed By:

City Attorney

JH

Finance Director

JD

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**Purpose**

Direct the City Manager to sign a contract with the Los Altos Chamber of Commerce in the amount of \$67,500 annually for five years as previously directed during the budget process.

**Background**

The City Council approved the Non-Profit and Civic Organization Contributions Policy on October 11, 2022. This policy creates a formal process for discretionary requests and contributions that could be implemented during the next regular budget cycle. The recommended policy makes a distinction between the discretionary contributions to organizations, and the non-discretionary allocations, such as contract payments or participation in a JPA.

The Los Altos Chamber of Commerce, who has received funding annually for the last few years, requested to move to a contract for \$80,000 annually from the City.

At their May 23, 2023 meeting, City Council directed City staff to draft a contract with the Los Altos Chamber of Commerce in the amount of \$67,500 annually for five years. City staff worked with the Chamber of Commerce to draft a contract that will execute specific objectives and achieve accomplishments with regards to tourism and visitor attraction on an annual basis.

**Discussion/Analysis**

City staff met with staff from the Los Altos Chamber of Commerce to discuss their request for funding and the best structure for a contract moving forward.

City staff proposes to contract with the Chamber of Commerce for Tourism and Visitor Attraction services that support the tourism and visitor attraction efforts of the City and will increase the amount of visitors supporting our local economy.

Moving forward, City staff and the Los Altos Chamber of Commerce representatives propose the following breakdown of contract:

Service	Topic	Expense
Printing 20,000 copies of full color high-quality destination guide: Los Altos Magazine. This includes  1. A two-page spread for the City of Los Altos on a topic agreed upon with City staff (ex. “Doing Business in Los Altos”)  2. A Recreation Department full-page ad. The Los Altos Magazine is a destination guide for the community that builds a stronger local	Magazine	\$44,155



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economy through shopping, dining, and hotel stays through sales and hotel (TOT) tax.		
Distribution of 16,000 Los Altos Magazines to households in Los Altos and neighboring communities	Magazine	\$6,735
Distribution of 4,000 Los Altos Magazines for local pickup at hotels, coffee shops	Magazine	\$1,110
Creation of a digital copy of the Los Altos Magazine for electronic use promoting the community to support tourism.	Magazine	\$1,500
Operation of the Visitors Center at the office located at 321 University Avenue. Prominently located at the intersection of Foothill Expressway & Main Street. Supporting tourism by providing information and answering questions for both residents and visitors to our community both in person, by phone, and by email. Maintaining a community calendar of events to aid the community in scheduling events & festivals.	Visitors Center	\$14,000
	<b>Total</b>	<b>\$67,500</b>

**Recommendation**

Direct the City Manager to sign a contract with the Los Altos Chamber of Commerce in the amount of \$67,500 annually for five years as previously directed during the budget process.