



City of Los Altos  
**Non-Profit and Civic Organization Contributions Application**

**Organization Information**

Name: Los Altos Chamber of Commerce

Address: 321 University Avenue, Los Altos, CA 9

Website: www.losaltoschamber.org

Tax Identification Number: 94-1998547

Non-profit? Y/N **Yes**

Civic organization? Y/N **Yes**

Benefit Los Altos community? Y/N **Yes**

Description of organizational activities: Documentation attached.

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Description of organizational impact on Los Altos community: Documentation attached.

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**Contact Information**

Contact name: Kimberly Mosley

Contact role: President & CEO

Email: kim@losaltoschamber.org

Phone: 650.948.1455

**Contribution Information**

Annual contribution amount requested: \$80,000

Length of contribution request? <sup>5 years</sup> \_\_\_\_\_

Total contribution amount requested: <sup>\$400,000 Total</sup> \_\_\_\_\_

Repeat request from a previous budget cycle? Y / N **Yes**

Use of funds:

<b>Expense</b>	<b>Amount</b>	<b>Provide a detailed explanation of the use of requested funds</b>	<b>Explain how this expense will benefit the City</b>
<del>see below</del>			
<b>Total</b>			

**Agreement**

As the official representative for the above organization, I agree to comply with all requirements listed or otherwise enforced through the City of Los Altos Non-Profit and Civic Organization Contribution Policy. The City reserves the right to revoke this application at any time for any purpose. The organization shall provide all documents and organizational information as required by the City of Los Altos necessary to comply with Non-Profit and Civic Organization Contribution Policy application. The official representative certifies that the above information is true and accurate to the best of my knowledge.

Signature: Kimberly Mosley

Date: 12/31/2022

Use of funds:

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Since its inception in 1950, the Los Altos Chamber of Commerce has served the communities of Los Altos. In the past three years, the collective support of our residents, our businesses, city staff, and our elected officials at all levels has been critical to our collective community's success. The Los Altos Chamber of Commerce has played an essential role in connecting and communicating information that was crucial to sustaining our community through the COVID-19 pandemic and positioning us to emerge as a vibrant community that is well-positioned to thrive!

With two full-time staff at the Chamber, we function as a small but mighty team. We have done our best to rally our residents to support our small businesses, while providing information, education, opportunity, and advocacy, creating new social media programs to address our no-contact state of affairs, while providing genuine support to all of our businesses, organizations, and residents across Los Altos.

**You may ask--WHY IS THIS IMPORTANT TO LOCAL GOVERNMENT? WHY SHOULD THE CITY PARTNER WITH THE CHAMBER OF COMMERCE TO PROMOTE THE CITY OF LOS ALTOS? WHAT IS THE BENEFIT TO THE TAXPAYERS AND THE CITY OF LOS ALTOS?**

**We have provided a detailed list below—but to put it most succinctly:**

**THRIVING COMMUNITIES ARE BUILT ON A FOUNDATION OF SUCCESSFUL BUSINESSES!**

**Successful businesses, schools, and hospitals make a successful and thriving community. This strength brings increased sales tax, TOT or hotel tax revenues, and additionally, our personal property values climb higher!**

Our Chamber has provided numerous services for the City for many years. Our current request is to continue the contract for services that we have been providing to the City of Los Altos since 2019. Our request includes following categories:

1. Destination Guide (Los Altos Magazine)
2. Los Altos Public Relations Media Publications (Modern Luxury Silicon Valley Magazine etc.)
3. Community Marketing
4. Visitors Center

Additional details about these services and more are provided below:

- **We create, edit, publish, and print a Destination Guide for Los Altos entitled the Los Altos Magazine!** This gorgeous magazine is a destination guide to Los Altos & Los Altos Hills. This publication is distributed to 17,000 households, to hotels in the region (including Palo Alto, Menlo Park, Mountain View, and Cupertino), to condominium complexes along the San Antonio & El Camino corridors, to the San Jose and San Francisco International Airports, and to the peninsula visitors' centers. This publication is used to increase awareness of our local businesses, bring visitors to our establishments, and promote Los Altos outside of our region. No other community in our region has such a substantial, high-quality publication that promotes their community and their businesses.

- **The Los Altos Chamber operates the community Visitor's Center for Los Altos.** Located at the major intersection of Main Street and Foothill Expressway on University Avenue, we are open from 9-5 M-F to assist the public with general information about "what to do" in and around Los Altos—where to grab lunch or find local gifts and travel destination information. This has been a tradition for the Chamber for 73 years. We receive email, phone, and walk-in inquiries.



- **The Chamber maintains a Community Calendar of Events** that our city, community organizations, and non-profits reference (by calling our office or checking online) for selecting dates for community events and avoiding scheduling conflicts. This is incredibly important for many organizations in our community.
- **The Los Altos Chamber has invested significant time to establish relationships with the editorial and publishing staff of several local publications including Modern Luxury’s Silicon Valley Magazine & San Francisco Magazine.** The Chamber staff works to pitch story ideas and community features that highlight our community with residents of surrounding communities in the bay area that will visit and frequent our restaurants and retail establishments due to these wonderful feature articles and event highlights. We also work with reporters to bring new attention to local events and new trendy places to visit, shop & dine etc.

Here is a list of what the Chamber has done in the recent years-- and is actively doing to support the community and the City of Los Altos—functioning as a support, and enhancement to local government:

- Provided guidance during times of incredible uncertainty in the early pandemic phase by disseminating information to our community and helping community members and businesses to comply with constantly changing protocols.
- Representing and speaking on behalf of our business community to City Council on a biweekly basis to keep Council informed about developments and urgent needs.
- Partnered with the City Council to establish the **Los Altos Small Business Grant Program**. The City of Los Altos (with fundraising support and partnership with MVLACF & the Chamber) awarded 67 grants of \$5,000—for a total of \$335,000 for our small businesses.
- Created the **Los Altos Take-Out & Delivery** Facebook page where our community members promoted take-out from their favorite restaurants and encouraged their friends to order food locally to support our town.
- Started **What’s Open Los Altos** with the Village Association so that residents would have one location to order, purchase, or donate to Los Altos businesses.
- Created a new **Los Altos Gift Card** program for merchants providing direct cash deposits from gift cards purchased by the community each week.
- Provided educational webinars and direct access to experts on **PPP Loans & Grants, EIDL Loans, and State of CA loans and grants**.
- Partnered with the City of Los Altos staff and Councilmember Jeannie Bruins to establish the outdoor dining solution **OPEN STREETS** in partnership with our downtown restaurants, retailers, Anthony Carnesecca of Economic Development. We balanced restaurant outdoor dining requirements with retail shopping needs. This continued process of listening and building consensus ultimately culminated with the City’s new incredibly successful **Outdoor Dining Program of 2023**.



- Successfully lobbied the Santa Clara County Board of Supervisors for a 15% cap on the food service delivery fees charged to restaurants during the pandemic effective December 2020. Some restaurants were being charged a 28% service fee for each food order! These fees were truly excessive during such difficult times. Once the County mandate was implemented, I followed up to initiate calls with County Counsel to address the non-compliance of Door Dash with the County mandate in continuing to overcharge our businesses.
- The Los Altos Chamber partners with fifteen other Chambers of Commerce in Santa Clara County to advocate on behalf of our respective communities as a part of the Santa Clara County Chamber Coalition. Through this organization, we regularly communicate with the Board of Supervisors and have provided direction and feedback for our respective communities.
- As a result of these efforts on behalf of our community, the Chamber received a **2020 Service Medal of Honor** from **Supervisor Joe Simitian of the SCC Board of Supervisors for Exemplary Service to the District 5** Community during the pandemic. This was a great honor!

I believe this is a testament to the leadership of the Chamber and the incredible response from our community members to support our businesses in their time of need! Our community is incredibly fortunate to be well-positioned to emerge from the pandemic with a new vibrancy as a result of the successful Parklet Program under the leadership of Anthony Carnesecca.

As noted in the attached documents, the Los Altos Chamber of Commerce is requesting to continue the contract with the City for services that the Chamber of Commerce provides. As demonstrated in the attached documents the value of services provided significantly exceeds our request, but we request \$80,000. We are asking for a 5-year contract with an annual staff review to continue the work and the contract without interruption year to year. This would be of benefit to the City and the Chamber.

If you look across many municipalities this is a common contract for services between city governments and Chamber of Commerce organizations—especially those Chambers that manage Visitors Centers, Destination Guides, & Economic Redevelopment Partnerships. I am available to answer any questions that you may have in this regard.

I genuinely thank you for partnering with us during these incredibly tough times! We can accomplish so much more for our community by partnering together!

Kimberly Mosley, President  
**THE LOS ALTOS CHAMBER OF COMMERCE**  
321 University Ave Los Altos, CA 94022

The financial oversight of all funds received by the Chamber are managed by the Los Altos Chamber of Commerce Financial Oversight Committee and the Chamber Board of Directors to ensure fiduciary responsibility.

## 2023 Chamber of Commerce for the City of Los Altos

EXPENSES			ACTUAL		REQUESTED
<b>Destination Guide for Los Altos ( The Los Altos Magazine)</b>					
Pringing of 20,000 copies of 68 page full color high quality magazine	20000	\$2.17	\$43,757	66%	\$28,880
Two page Ad for City of Los Altos--"Doing Business in Los Altos" or other			no charge		no charge
Distribution to 17,000 households	17000	\$0.33	\$5,646		\$5,646
3000 copies distributed locally (hotels, apartments, coffee shops etc)	3000	\$0.33	\$990		\$990
Creation of digital version of LA Magazine with live link for online visitors			\$3,500		\$3,500
Graphic Design & Layout			\$9,600		no charge
Editorial & publishing expense			\$48,000		no charge
<b>Los Altos Public Relations Media Publications (Silicon Valley Magazine or similar)</b>					
Develop and create storylines f for regional luxury publication	\$550	12	\$6,600		\$6,600
			no charge		no charge
<b>Community Marketing</b>					
Graphic Design	\$480	6	\$2,880		\$2,880
Writing Content for press articles, press releases, etc. \$200/week	\$155	50	\$7,750		\$7,750
Photography of Events & Community for press & publications	\$200	6	\$1,200		\$1,200
<b>Visitors Center (rate per week \$17.20 x 40hours x 51 weeks)</b>					
Operting Visitors Center staff location, literature, and info by phone	\$688	51	\$34,400	66%	\$22,704
Visitor Center Location Rental, Utilities,Maintenance			no charge		no charge
<b>Maintain Community Calendar</b>					
	\$50	12	\$600		no charge
<b>Grand Opening &amp; Ribbon Cuttings for Businesses</b>					
Scheduling and Hosting Celebrations for Businesses est. 2-3 each month	\$1,000	12	\$12,000		no charge
			\$176,923.00		\$80,150