



CITY of CALABASAS

CITY COUNCIL AGENDA REPORT

DATE: JUNE 14, 2021

TO: HONORABLE MAYOR AND COUNCILMEMBERS

FROM: MICHAEL MCCONVILLE, MANAGEMENT ANALYST

SUBJECT: APPROVAL OF AMENDMENT TO THE AGREEMENT WITH THE CALABASAS CHAMBER OF COMMERCE TO PROVIDE SERVICES AND ACTIVITIES TO ADDRESS THE NEGATIVE ECONOMIC IMPACTS OF COVID-19; AND DIRECT STAFF TO INCLUDE \$50,000 IN AMERICAN RESCUE PLAN ACT FUNDS IN THE FY 2021-22 BUDGET

MEETING DATE: JUNE 23, 2021

SUMMARY RECOMMENDATION:

City Council amend its agreement with the Calabasas Chamber of Commerce to provide services and activities to address the negative economic impacts of COVID-19; and direct staff to include \$50,000 in American Rescue Plan Act funds in the FY 2021-22 budget.

BACKGROUND:

The City of Calabasas contracts with the Calabasas Chamber of Commerce to act as the City's Visitor and Tourism Bureau, promoting the City as an attractive location to live, work and do business. The City's current contract with the Chamber was entered into on March 1, 2020, and provides \$40,000 in annual funding to support the goal of facilitating the stability and retention of existing businesses, as well as assisting with bringing new business opportunities to Calabasas.

The American Rescue Plan Act of 2021 (ARPA) established the Coronavirus State and Local Fiscal Recovery Funds, designed to deliver \$350 billion to state, local,

territorial, and Tribal governments to bolster their response to the COVID-19 emergency and its economic impacts. The City of Calabasas is scheduled to receive \$4.4 million in ARPA stimulus funding.

DISCUSSION/ANALYSIS:

On May 4, 2021, the Calabasas Chamber of Commerce submitted a letter to the City Council requesting \$200,000 in additional funding due to financial hardships experienced from the COVID-19 pandemic. The City Council discussed the Chamber’s additional funding request at its May 26th meeting and directed staff to return at the next City Council meeting with a resolution appropriating \$50,000 in American Rescue Plan Act funds to the Calabasas Chamber of Commerce, as well as a detailed expense listing of the Chamber’s proposed use of the additional funding.

In an effort to promote Calabasas’ swift economic rebound from the pandemic’s negative economic impacts, the Chamber plans on utilizing \$40,000 to draft and publish 12,000 Calabasas Visitor and Tourism Guides. The majority of these guides (9,200) will be mailed directly to Calabasas homes and businesses, with the rest being distributed directly by the Chamber at in-person events and business drop-ins. The Chamber plans to utilize the other \$10,000 to encourage patronage at Calabasas based businesses via local newspaper, magazine, and print ads.

FISCAL IMPACT/SOURCE OF FUNDING:

The City is scheduled to receive \$4.4 million in American Rescue Plan Act (ARPA) stimulus funds. Staff will include \$50,000 in American Rescue Plan Act funds in the FY 2021-22 budget.

REQUESTED ACTION:

City Council amend its agreement with the Calabasas Chamber of Commerce to provide services and activities to address the negative economic impacts of COVID-19; and direct staff to include \$50,000 in American Rescue Plan Act funds in the FY 2021-22 budget.

ATTACHMENTS:

1. Letter from the Calabasas Chamber of Commerce Requesting Stimulus Funding
2. Calabasas Chamber of Commerce’s Proposed Expense Listing on use of American Rescue Plan Act Stimulus Funds

3. March 2020 Agreement between the City of Calabasas and the Calabasas Chamber of Commerce
4. Amendment No. #1 to the Agreement between the City of Calabasas and the Calabasas Chamber of Commerce