

GREATER RIVERSIDE CHAMBERS OF COMMERCE

2011-2012 Goals & Actions

GOVERNMENTAL AFFAIRS

GOAL: Advocate on behalf of members to support legislation that would improve the business climate at the local, regional, state, and federal level.

ACTION & PROGRESS TO DATE:

Engage Brown administration and educate about assets and critical issues of the region.

- Published Legislative Action Guide and Directory and distributed copies to Governor Brown and local legislators.
- Collected over 200 grassroots letters opposing elimination of redevelopment agencies that were distributed to Governor Brown and local legislators.
- Hosted business roundtables to discuss issues and develop key relationships with Legislative Analyst Mac Taylor and Governor Brown's Appointments Secretary Mona Pasquil.
- Preparing to host Lt. Gov. Gavin Newsom to provide keynote address on "An Economic Growth and Competitiveness Agenda for California" at the 2011 Legislative Summit.
- Established relationship with representative from Governor's Office for Economic Development in Inland Southern California.
- Continue effort to reach out and establish relationships with other state legislators in the region.

Collaborate with regional groups on specific issues (e.g. UCR School of Medicine, March Air Reserve Base, transportation, goods movement, and water).

- Endorsed SR-91 Corridor Improvement Project (CIP) application by Riverside County Transportation Commission to US Department of Transportation's Transportation Infrastructure Financing and Innovation Act (TIFIA) program.
- Advocated for sale of Prop 1B bonds in Fall bond sale to fund SR 91 High Occupancy Vehicle (HOV) project.
- Prioritize UCR School of Medicine as critical issue in annual advocacy trip to Sacramento. Seeking \$15 million in continued state funding to maintain continuity leading up to enrollment of inaugural class.
- Will collaborate with local utilities to raise public awareness on Water Bond in 2012.

Advocated for a California High-Speed Rail, Riverside Station

- Established ad-hoc committee and led advocacy strategy meetings in conjunction with the Mayor's Office.
- Coordinated letter-writing campaign and enlisted hundreds of members to voice their support with the CHSR Authority.

Support and encourage candidates with endorsements through the Greater Riverside Chambers of Commerce Political Action Committee.

- GRCCPAC-endorsed Riverside City Council candidates Mike Gardner, Rusty Bailey, Chris Mac Arthur won in the June 2011 election. GRCCPAC-endorsed City Council candidate Steve Adams to compete in November 2011 run-off election.
- GRCCPAC-endorsed candidates in Alvord and Riverside Unified School District Board of Education elections to compete in November 2011.

Expand practice of publishing voting records of City Council, and State Legislators.

- Applauded Governor Schwarzenegger, Sen. Dutton, Sen. Emmerson, Asm. Jeffries, Asm. Miller, Asm. Nestande for their business-friendly votes in the 2010 legislative session. Voting record published in December 2010 edition of *Greater Riverside Business*.
- Applauded Riverside City Council for their business-friendly votes since March 2010. Voting record published April 2011 edition of *Greater Riverside Business*.

Additional accomplishments

- All Chamber-endorsed ballot measures passed in June 2010 Election.
- November 2010 Election victories included: Yes on Measure K to accelerate traffic relief projects; Yes on Measure M to reform the county's pension system; Yes on Measure V to stimulate local economic growth; Yes on Proposition 20 to create fair congressional district lines; Yes on Proposition 22 to prevent the state raids on local funds; Yes on Proposition 27 to require a supermajority to increase state fees; No on Proposition 19 to legalize marijuana; No on Proposition 21 to increase annual car registration fees; No on Proposition 21 to stop taxing job-creation; and No on Proposition 27 to eliminate the Redistricting Commission.
- Successfully advocated to the California Citizens Redistricting Commission to keep City and County of Riverside whole within new Assembly, Senate and Congressional Districts.
- Hosted Riverside City Council Candidate Forum Luncheons for Ward 1, 3, and 7 in lead up to June 2011 Riverside City Council election.

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- Established an ad hoc Charter Review Committee to advocate business-friendly positions to the City Charter Review Committee on key issues of municipal governance, including ward representations on boards/commissions, mayoral vote, etc.
- Continue to advocate to the Riverside County Board of Supervisors in opposition to franchise fees on solar development in Riverside County.
- Hosted a business forum to seek input from members on the principal priorities and experience that qualified candidates should possess in the search for the next Riverside city manager.

MEMBERSHIP & MARKETING

GOAL: Reach 1,500 members by providing high quality programs and services in the areas of: 1) Communications, 2) Connections, and 3) Advocacy

ACTION & PROGRESS TO DATE:

Review services and quality quarterly to ensure that, even in slow economic times affecting the Chamber budget and staff, expectations are being met or exceeding past performance.

- Delineated the Chamber's top 10 services and accomplishments in "10 Ways the Chamber Has Helped Your Business" in March, June, and September 2011 Chamber newspaper and prospective-member collateral.
- Chamber hosted the 3rd Annual Riverside Small Business Resource Expo in order to provide existing and prospective members with free seminars and resources to improve their businesses during challenging economic times. Will expand in 2012.
- Area Business Councils and Chamber staff have begun an outreach effort to establish periodic contact with existing members and determine their needs and challenges where the Chamber can provide assistance and solutions.
- Launched the "Chamber Connect" social media bundle that includes Facebook, Twitter and LinkedIn, Youtube, and Wordpress blog, recently reaching over 1,000 Facebook fans.
- Redesigned Chamber Communicator header to include links to social networking sites, the Chamber's business directory and the "Join the Chamber" web information page.
- In the process of redesigning website layout to include a Facebook newsfeed, videos and simplifying navigation.

Investigate various membership structures to provide higher return on investment.

- Finance and Marketing Committees determined that tiered membership dues structure should be revisited next year.
- Utilize Facebook and Chamber Communicator to recognize New Members with inclusion of business website.
- Begun discussing incentives to create sense of urgency for prospective members to join (i.e. website banner ads, GRB insert, etc).
- Redesigned the new member pamphlet to improve Chamber image and attract members.

Investigate additional content (labor law tip of the month, financing tips, etc.) and creation of a searchable Knowledge Base.

- Members now receive a monthly Labor Law Tip email, which is also available on the Chamber's website.
- Established ad-hoc committee to research a group healthcare plan for members. Still in process.

Continue to capitalize on technologies, such as: webinars, audio/visual of Candidate Forums, Good Morning Riverside, and other programs, while maintaining consistent communications with our members and the community at large.

- Recording Good Morning Riverside keynote presentations, and member testimonials for Chamber website.
- Provided a Webinar Series on the topic, "HR 101 Bootcamp."
- Established presence on LinkedIn, Twitter, and Facebook, to expand the Chamber's social networking efforts. Will continue to link and streamline all social media messages.
- Hosted a "Social Networking 101" Seminar to inform members how utilize social networking for their own business.
- Set to host an email-marketing seminar to inform members how to establish their company's exposure with customers via email.
- Hosted a "Twitter for Business" Seminar to engage members of this social media platform. Received response to host another seminar in the future on Twitter's advanced features

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Investigate methods of providing multi-point connections between individuals and companies (e.g. skills/needs member assessment to illuminate potential connections).

- Utilizing surveys to address the needs of our members.
- Focusing on Business In Action speakers and Business Seminar Series to provide development and training opportunities for members to grow their business and make connections.

Additional Accomplishments

- Completed and distributed the 2011 Riverside Destination Guide and Membership Directory.
- In process of creating a new map.
- Distributed new name badges and Chamber member stickers to be placed on business cards.

ECONOMIC DEVELOPMENT

GOAL: Continue efforts on strategies that will grow our economy with high-paying, private sector jobs.

ACTION & PROGRESS TO DATE:

Take a leadership role in each of the strategic routes of the city's strategic plan, "Seizing our Destiny".

- Tracking the implementation of the strategic routes by scheduling monthly briefings.
- In accordance with Route 1, Chamber hosted roundtable meetings to determine industry-specific incentives the city could adopt to maintain and attract the following fields: health care services, manufacturing/green tech, financial/insurance services, high tech, and other professional services.
- Supported Castle Park expansion in accordance with Route 8: "Big City Recreation with a Hometown Feel."
- Members serving on the University Ave. and Marketplace specific plan committee.

Support business-friendly programs for the attraction, retention and expansion of area businesses.

- Successfully advocated for a six-month Business Tax License Amnesty program.
- Supported Job Strategies program creating incentives to attract business and jobs to the region.
- Created a sub-committee to research local preference opportunities for professional services when bidding on contracts.
- Continue monthly Major Employer Visits to monitor needs and issues of our area employers: Amtrak, CarbonLITE.
- Testified before the Western Municipal Water District Board, resulting in a 90-day postponement of an adopted fee increase and all future increases.
- Supported the Riverside Auto Center Business Improvement District, adopted by City Council.
- Supported renovation and expansion of the Riverside Convention Center which was approved by City Council.

Coordinate discussions among March Joint Powers Authority, March ARB Unit Commanders, business and education leaders to increase job opportunities in technology and research fields.

- Hosted an event to convene civic/business leaders with the 4th Air Force Commander Brig. Gen. Mark Kyle.
- Supported General Aviation at March ARB, which will attract business and job creation to the area.
- Participated in the March Operations Assurance Task Force to coordinate a land use study, insuring no future encroachment of base property.

Additional Accomplishments

- Supported the addition of more parking spots around Brockton Ave. business area.
- In process of studying development impact fees.
- Supported development projects at California Baptist University.
- Chamber supported Sterling Student Housing in Hunter Park Business Council, approved by City Council.
- Participate in the creation of the University Avenue Specific Plan.
- Support development of a Multi-Modal Transportation Center, enhancing transportation options in the City.
- Provided input in the update of the UCR Student Entertainment Charrette. Identifying entertainment venues for university students to keep their entertainment expenditures in the city.
- Work with businesses and City to create solutions to Downtown parking issues. Recently assisted Art's Bar and Grill with parking issues significantly impacting business.

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COMMUNITY DEVELOPMENT

GOAL: Partner with Alvord and Riverside Unified School Districts, Riverside County Office of Education, charter schools, colleges and universities to improve public education.

ACTION & PROGRESS TO DATE:

Support the City's efforts to implement "Seizing Our Destiny" Route 3: Lifelong Learning for All

- Serve on Initiative 3.1e's "Education Roundtable" to help implement and guide the Route 3's projects and objectives.

Support Communities Learning In Partnership (CLIP) to increase low-income young adults' access to post-secondary education.

- Riverside selected among seven cities nationwide to receive the CLIP grant from the Bill & Melinda Gates Foundation.
- Partnered with RCC and the City to form an Executive Committee with representatives from pertinent stakeholders. The Chamber's President/CEO serves on behalf of the Chamber.
- Hosted CLIP representatives from the National League of Cities and Riverside Community College District to engage with members of the Business Education Partnership Council.

Establish partnership with Riverside County Office of Education on regional business education coalition.

- Business Education Partnership successfully reformed as a decision-making council to make public policy recommendations to the Chamber Board of Directors
- Continued to interact with leading educational and workforce development representatives to discuss impact of state and federal budget cuts.
- Supported the Federation for A Competitive Economy (FACE) and co-hosted a reception featuring Dr. Juan Sepulveda, Director of the White House Initiative on Educational Excellence for Hispanic Americans.
- Hosted reception with Superintendent of Public Instruction Tom Torlakson. Chamber members discussed critical issues facing education system and impacts that it would have on workforce development.

Enlist the business community in supporting the annual Riverside College & Career Fair

- In partnership with Bank of America, the Chamber is hosting the 7th annual Riverside College & Career Fair, which attracted over 5,500 students and families in 2010.

Additional accomplishments

- Hosted School District Board of Education Candidate Forum Luncheons for Riverside and Alvord Unified School Districts in lead up to November 2011 Board of Education elections.
- Selected 24 community members to participate in Leadership Riverside Class of 2012.
- Organizing Festival of Lights to take place in November 2011.
- Support two new community events: Citrus Bike Classic and the La Sierra Grand Prix in order to bring increased attention and economic benefit to the city.

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KEEP RIVERSIDE CLEAN & BEAUTIFUL

GOAL: The City of Riverside's beautification and sustainability initiatives continue to be implemented through Keep Riverside Clean & Beautiful.

ACTION & PROGRESS TO DATE:

Recruit 10,000 volunteers annually

- Exceeded goal by totaling 14,000 volunteers through monthly beautification projects and adopt-a-street projects.

Increase volunteer participation in the Clean Campus Competition Program

- Maintained 25 participating schools.

Increase donations for the Waterwise Landscape Makeover

- Third successful year by totaling \$14,000 in sponsorships and opportunity drawing ticket sales.

FINANCE

GOAL: Continue the ongoing development of a sound financial foundation for the Chamber.

ACTION & PROGRESS TO DATE:

Conduct an annual audit at the end of the fiscal year

- Audit completed, no items of concern.

Generate revenues over expenses at the end of the year fiscal resulting in a positive reserve

- Generated \$21,074 in reserves for FY 2010-2011.