



TO: Mayor and Councilmembers

FROM: Carmen Nichols, Deputy City Manager

SUBJECT: Goleta Chamber of Commerce Annual Performance Report

RECOMMENDATION:

Receive a presentation on the Goleta Chamber of Commerce Annual Performance Report.

BACKGROUND:

The Goleta Chamber of Commerce is a regional business-oriented membership organization that seeks to create a strong local economy, promote the community and provide business resources and networking opportunities. Through its funding agreement with the City of Goleta, it provides visitor services and destination marketing for the Goleta area including branding, promotional materials, conference services, and group travel promotion, as well as research and implementation of place-making and promotion of Old Town Goleta.

Kristin Miller, President/CEO of the Goleta Chamber of Commerce last presented its annual performance report on March 7, 2017.

DISCUSSION:

Ms. Miller will present their annual update to the Council on the projects and services funded by the Council's annual contribution of \$150,000. This report is called for in the agreement for grant funds between the City of Goleta and the Goleta Chamber of Commerce and will include an update on:

Visitor Services and Destination Marketing

- Budget Overview
- Background on Goleta Tourism and Economic Impact
- Neighboring Tourism & Economic Development
- Central Coast Competitive Set
- Marketing Strategy: Goals, Audience, Strategy and Successes

Research, place-making and branding for Old Town Goleta

- Budget Overview

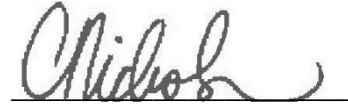
- Old Town Business Group
- Retail Study
- Old Town Map

A PowerPoint presentation for use during the City Council meeting will be provided by the Chamber and uploaded to the City's website when it is received.

FISCAL IMPACTS:

The City's FY 2017/18 budget includes \$150,000 in grant funding for the Goleta Valley Chamber of Commerce in account 101-5-1100-223.

Reviewed By:



Carmen Nichols
Deputy City Manager

Approved By:



Michelle Greene
City Manager