CITY OF ALBANY
CITY COUNCIL AGENDA
STAFF REPORT

Agenda Date: 07/19/10
Reviewed by: BP

SUBJECT: Economic development activities for 2010-11 in partnership with the
                  Albany Chamber of Commerce

REPORT BY: Judy Lieberman, Assistant City Administrator

RECOMMENDATION

Approve the allocation of $9,900 for fiscal year 2010-11 for specific economic
development projects and programs to be carried out by Albany Chamber of Commerce.

BACKGROUND/DISCUSSION

The City conducted an economic development study last year that identified strategies to
attract and retain businesses and business activity in Albany. The City has been working
with the business community on efforts to implement these strategies.

For the upcoming fiscal year, the Albany Chamber of Commerce has identified a range of
projects and programs that they could undertake in partnership with the City in support of
the City's economic development goals.   Staff has reviewed the alternatives, and
recommends funding the following initiatives that most closely match City economic
development strategies:

Albany Information Program		$1,800
Lights on Solano	$1,000	
Find it in Albany	$1,800	
Street Banners	$1,600	
Market Analysis and Consumer Survey	$3,700	
Total	$9,900	

ANALYSIS

The Chamber of Commerce has the ability to implement these programs more efficiently
and effectively than City staff or consultants. By partnering with an existing organization,
the City is able to leverage its funds in support its adopted vision of a healthy local
economy.

SUSTAINABILITY IMPACT

The goal of these programs is to increase support for local businesses, thereby helping to promote a sustainable local economy.

FINANCIAL IMPACT

Total cost for the projects is $9,900. Funds are available in the City's economic development allocation for fiscal year 2010-11. Other planned expenditures from this source include $5,000 to the Solano Avenue Association for the Solano Stroll.

Attachments
　　1.　Albany Chamber of Commerce funding proposal for 2010-11