

MEMORANDUM

City of Milpitas Parks and Recreation Department



To: Mayor Livengood and City Councilmembers
From: Bonnie Greiner, Parks and Recreation Services Director
Through: Tom Williams, City Manager
Subject: **Budget Hearing Action Item Follow ups**
Date: May 17, 2010

At the May 11, 2010, Milpitas City Council Budget Hearing meeting, the Council requested a status update on the "Raising a Reader" program that the city partners with the Milpitas Unified School District by providing \$10,000 in funding. The City Council specifically asked:

- o How effective the program is?
- o Is the current funding adequate?, and
- o What are the specific program needs?

Staff contacted Kathy Lincoln, Principal of the MUSD Child Development Program who is currently overseeing the Raising a Reader Program. Kathy stated that she will prepare her responses and provide me with a program update by the end of the month.

Upon receiving the update, I will compile the information and forward to the City Council.

Please advise if you have any additional questions. Thank you.



Gateway to Silicon Valley

March 11, 2010

Mr. Thomas C. Williams
City Manager
City of Milpitas
455 E. Calaveras Boulevard
Milpitas, CA 95035-5479

City Manager

MAR 12 2010

RECEIVED

Dear Tom:

The Milpitas Chamber of Commerce is submitting for Council approval our Proposed Request for Funding for fiscal year 2010-2011.. The funding request is for the amount of \$32,100.

As a resource and information center, the Chamber, acting as a visitors bureau, replies to thousands of inquiries about Milpitas. The Chamber of Commerce is usually the first place that is contacted when information is needed on the City of Milpitas. The Chamber is contacted when a family is moving to the area, a business wants to locate in the City of Milpitas, inquiries from other cities for information, appraisers, developers, representatives from real estate firms, organizations that are holding meetings at our hotels, and our local businesses when they have special guests or teaching classes in their facility. The information packets compiled by the Chamber staff consist of the Community Economic Profile, Milpitas Map, Dining, Lodging and Entertainment Guide; School/Day Care Brochures; Clubs and Organizations, and photo copies from our business directory or pertinent statistical information available from the Association of Bay Area Government (ABAG). Our statistical information has been a good marketing tool to entice professional people and businesses to locate in Milpitas. Without financial assistance from the City to defray the mailing and printing costs to produce the publications, the Chamber would not have this information available to send, and these requests would not be answered.

The office receives a myriad of calls a day requesting services or information that needs immediate attention. Many, of course, are chamber membership related, but many calls are for a list of recommendations for hotels/motels for small meetings or conferences, banquet halls and restaurants. Many of the requests need special attention to detail or a variety of choices to better accommodate the customer's needs. Some conferences have required compiling a list of attractions, restaurants, and places of interest that are within walking distance from the scheduled meeting place. Some requests are merely for a box of maps, directories, and coupons available to them during their stay in Milpitas. This special attention takes time, but the Chamber office places an importance on offering that "Warm Milpitas Welcome", so the first contact with Milpitas should always be a positive one. We have listed a request for support under Visitors Bureau Services.

In our continued quest to enhance the favorable business climate in Milpitas, we have Item B., Retail Promotion, under Functions & Program. In an effort to encourage people to come to Milpitas for shopping, dining and entertainment, we will pursue again group rate advertising with a news print media that will reach out to neighboring communities. The chamber's partnership with the Milpitas Post and the San Jose Mercury News has been expanded to better market our "Shop and Dine Milpitas-Support Your Community". This on-going advertising campaign has been beneficial to the advertiser and has encouraged shopping in Milpitas. Theme promotions are exciting and greatly enhance the economic climate in Milpitas. In January the Chamber was proud to present our Life & Style Milpitas tabloid that covered dining opportunities in Milpitas, profiles on businesses, ribbon-cuttings, and upcoming events.

In November, 2009, our "Shop & Dine Milpitas" campaign at McCarthy Ranch was well attended as children with their families enjoyed the activities of the day.

M I L P I T A S C H A M B E R O F C O M M E R C E

828 NO. HILLVIEW DRIVE • MILPITAS, CA 95035 • (408) 262-2613 • FAX (408) 262-2823
Website: www.milpitaschamber.com • Email: info@milpitaschamber.com

The Chamber kicked off the holiday season on November 19, 2009 with a Progressive Retail Business mixer at Victorian Square Shopping Center while collecting canned food items and toys for the Milpitas Firefighters Annual Toy Drive. To generate awareness for this center, we were reaching out to the community to join us as we met and greeted the merchants in this center.

The Chamber believes in partnerships. Our co-sponsored mixers with other chambers, partnerships with trade associations, service clubs and businesses has provided valuable resources to our members and community. For the Chamber's Job Faire in September, 2009, we partnered with the Beverly Heritage Hotel, and University of Phoenix to offer free workshops for job seekers. The classes on Resume Writing, How to Interview for a Job and Dress for Success, added value-added benefits for the day's attendees. The Job Faire was aired on Channel 2 10:00 p.m. news because of the diligent efforts from Newscaster Lloyd La Cuesta. Yes, he was there. Our March 18th Job Faire scheduled to be held at the Milpitas Community Center, will offer free classes on Resume Writing, Interview Techniques with University of Phoenix and a Job Search Seminar presented by Business Journal. The goal is to provide an affordable but high-quality job faire that will better enhance the business community.

The Chamber printed more copies of the 2009 Milpitas Chamber of Commerce Directory so more copies were delivered to the corporations, hotels/motels and available at the Chamber's table at all events which include trade shows and vendor fairs. The on-going message is always... "Shop and Dine Milpitas".

As always the Chamber is eager to welcome new visitors and businesses to Milpitas. We appreciate the financial assistance from the City, so we can offer statistical data, publications and other requested material that answer the requests. We sincerely hope that the Council will approve our 2010 -2011 Contract.

Sincerely,



Gaye Morando, Executive Director
MILPITAS CHAMBER OF COMMERCE

MILPITAS CHAMBER OF COMMERCE
Proposed Request for Funding
Fiscal Year-2010-2011

Visitors Bureau Services

The "Welcome Mat" is always out at the Chamber office as the staff greets thousands of visitors requesting maps, historical data, statistical information, shopping centers, entertainment, restaurants, lodging, parks, relocation packets, souvenirs, or directions to a specific location in Milpitas. Two requested publications that are updated and printed several times a year, because of the constant changes, are the School/Day Care Brochures, and Clubs & Organizations. They literally "Walk Off Our Shelf". Office visitors and telephone customers requesting visitors bureau information and packets, require staff time to collect packets, research pertinent data, run off copies, faxing or prepare for mailing. People attending conferences, seeking Milpitas for their family gatherings, or looking to schedule a conference or banquet, require a special assistance, since it's important to convey, "Milpitas is the City that offers customer service". It's important to go that extra mile to ensure they choose Milpitas instead of a neighboring city.

Staff support for Visitors Bureau Service \$15,000.00

Information Packets: Cost Breakdown Contract Amount

Over 124 information packets mailed monthly at an average of \$7.25 postage and handling. Packet consists of map, dining guide, school brochure, economic profile and photo-copies of statistical information, visitors bureau information or varied data pertaining to the City or Chamber.

Approximate Cost \$9,000 \$ 4,500.00

Publications:

A: Milpitas Map

This is the Chamber's most requested publication.
Free distribution of Milpitas City Maps

\$ 3,000.00

B. Community Economic Profile

4,500 Copies
Printing = \$700, phone \$25
Administration costs - 16 hours @ \$19/hr = \$304.

Approximate Cost: \$1,029 \$ 900.00

C. Industrial Guide

1,000 Copies
Typesetting & Printing \$2,000
Telephone \$40 FAX paper \$190
Administrative costs = Approximately 50 hours @ \$13.50/hr = \$675 plus
5 hours @ \$19/hr = \$95

Approximate Cost: \$3,000 \$ 900.00

Fiscal Year 2010-2011

D. Dining, Lodging and Entertainment Guide

5,000 Copies

Printing = \$3,050

Phone = \$40, FAX paper \$440

Administrative costs = 50 hours @ \$13.50/hr = \$675.00 plus 5 hours @ \$19/hr = \$95.

Distribution \$100

Approximate Cost: \$4,000.00

\$ 3,000.00

E. Functions & Programs

A. Business Experience Day

Business Experience Day allows juniors and seniors a one-day opportunity to experience and observe their planned future occupation within a hosting local business. Employers host one or more students at their work site for a job shadowing experience, then attend a luncheon organized by the Chamber to hear a motivational speaker. From the donations collected, scholarships are awarded to graduating seniors each June. This business and education program helps students develop a new awareness of today's business world, while businesses are investing in tomorrow's workforce.

Approximate Cost \$1,600.00

\$ 800.00

B. Retail Promotion

Advertising to enhance the favorable business climate in Milpitas. "Shop Milpitas" campaigns, encouraging people to come to Milpitas to do their shopping. Recommend seasonal campaigns such as "Back to School" in the fall, "Spring Savings", Restaurant "Discount Dining" campaign.

\$ 4,000.00

C. Special Council Request

Upon request of Council or the Planning Commission, assess business and industrial needs to help towards business retention. Past projects have included Business Retention Study, Parking Ordinance Study, Industrial Zoning Study, etc.

Total Request Amount:

\$32,100.00