

CITY OF SULTAN
AGENDA ITEM COVER SHEET

Agenda Item : Discussion D 2
Date: March 25, 2010
SUBJECT: New Business Recognition at City Council Meetings

CONTACT PERSON: Donna Murphy Grants and Economic Development Coordinator

ISSUE:

The issue before the Council is for the Mayor and Council to discuss a process for council recognition and support of businesses in Sultan.

SUMMARY STATEMENT:

At the February 11, 2010 City Council meeting, Councilmember Kristina Blair requested staff to look into inviting business owners to Council meetings so the Mayor and Council can personally show their support for the business community.

There are a variety of businesses opening their doors in Sultan, ranging from retail, service oriented, web based, home occupation and industrial. A policy needs to be developed in order to properly recognize businesses at City Council meetings and in the community.

STAFF RECOMMENDATION:

Review the proposal for a formal Business Recognition Program. Direct the Governmental Service Subcommittee Committee to return a proposed program for the full Council's consideration.

DISCUSSION:

Council should discuss the following policy questions to provide direction to City staff on the next steps.

- 1) Should The Council recognize businesses as an occasional and/or regular part of the Council Agenda?
- 2) Where on the agenda the Business Recognition item should be located?
- 3) How much time should be devoted on the agenda schedule?
- 4) One business per meeting, or more than one?
- 5) Which type(s) of businesses would be invited to a council recognition?
 - New Businesses
 - Existing Businesses
 - Commercial

- Industrial
 - Home Occupation
 - Only those legally permitted/licensed with the State/City
- 6) Should there be a certificate of recognition to reinforce the relationship between the Mayor & Council in regard to the business?
 - 7) Can a business be brought back at a later date (once per year, for example) to keep the relationship alive?
 - 8) Should the City arrange for ribbon cuttings in conjunction with the Sky Valley Chamber of Commerce?

FISCAL IMPACTS:

Minimal, certificates and staff time.

ALTERNATIVES:

- 1) Consider a Recognition Program. Direct the Governmental Subcommittee to develop a simple policy that addresses the following items:
 - a. Where on the agenda the Business Recognition item should be located
 - b. How much time should be devoted on the agenda schedule
 - c. One business per meeting, or more than one
 - d. Which type(s) of businesses would be invited to a council recognition
 - New Businesses
 - Existing Businesses
 - Commercial
 - Industrial
 - Home Occupation
 - Only those legally permitted/licensed with the State/City
- 2) Consider a Recognition Program. Do not direct the Subcommittee to develop a program. Direct staff to areas of concern.

ATTACHMENTS

- A. Sample Business Recognition Program
- B. Sample Ribbon Cutting



BUSINESS RECOGNITION PROGRAM

POLICY

In an effort to commend business entities or groups of businesses in the community, the City and the Santa Clara Chamber of Commerce and Convention-Visitors Bureau may jointly recognize businesses for significant achievements or accomplishments.

PROCEDURE

1. For business entities or business groups with 50 or more years of operation in the City of Santa Clara, or which have a significant achievement or accomplishment, recognition shall be jointly set with the Chamber/CVB as a Special Order of Business at a City Council meeting.
2. The City Manager's Office shall prepare the Agenda Report, specifying a date mutually convenient for the business entity or business group and the City.
3. The Mayor and Council Office shall prepare a framed proclamation of recognition for presentation to the business entity/group; the Chamber will also prepare a document/letter of recognition.
4. Along with the proclamation, the City may, for singular accomplishment, consider an additional presentation, such as a recognition memento as appropriate from the City Policy and Procedure No. 003, "Guidelines for Recognition of Volunteers, Community Leaders and Outstanding Citizens."
5. Information shall be placed in the City's newspaper, on the municipal website, and on Municipal Cable Channel 15, recognizing the accomplishment of the business entity/group; the Chamber shall provide similar recognition in a Chamber publication.

Reference:

**City Council-approved policy dated October 2003. as revised _____
Guidelines for Recognition of Volunteers, Community Leaders, and
Outstanding Citizens dated September 2003**



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- > For Members Only
- > Gift Certificate Program
- > Submit a Press Release
- > Annual Business Directory
- > Sponsor Salemchamber.org
- > Chamber Gems
- > Information Store
- > Ribbon Cutting Ceremonies
- > Room Rentals
- > Link to SalemChamber.org

Ribbon Cutting Ceremonies for Members

The Salem Area Chamber of Commerce conducts Ribbon Cutting Ceremonies as a free service to Chamber members. Ceremonies can be performed by themselves or as a part of an open house or grand opening. We bring the camera, official scissors and, of course, the ribbon! To qualify, you should be a member of the Salem Area Chamber of Commerce and:



- You should be within your first year of opening your business
- OR you should be within a year of purchasing an existing business
- OR you should be an existing business in a new business location

There are many benefits to having a ribbon cutting ceremony for your new business or location. Ribbon cutting photos appear in the *Business News*, which is mailed to our 2400 members and distributed in 45 business locations around Salem. The Salem Chamber Ambassadors attend ribbon cutting ceremonies on behalf of the Chamber Members. Having Ambassadors in your business provides an excellent networking and publicity opportunity. For more information, contact us by [clicking here](#).

WHAT THE CHAMBER DOES: (Costs are covered through your Chamber Membership)

- Sends out a broadcast email to Ambassadors, Chamber Board Members, and dignitaries to notify them of your opening
- Promotes the event beforehand on SalemChamber.org, and on our calendar in *Business News* (subject to BN submission deadlines)
- Provides the "giant scissors" and ribbon to cut
- Attends the event and takes pictures – Photos emailed to you upon request
- Publicizes the event with a photo in the next edition of *Business News*
- Typically our Ambassadors and Membership Director attend. On occasion, the Chamber Executive Director, President of the Board, Mayor of Salem, City Councilors, County Commissioners, and Board Members attend, as well.

WHAT THE COMPANY DOES:

- Sets the date and time of the event – typically at the end of the work day (4PM or later) – please coordinate this with the Chamber if at all possible well in advance to avoid date and time conflicts
- Determines which public officials will attend – those you invite could include:
 - For the City – Mayor, City Manager, City Council Members
 - For the County – County Commissioners
 - State officials if applicable (depending on the nature of the business)
 - Your Board of Directors, if applicable
 - Friends and Family
 - Those who helped with your new location – contractors, bankers, etc.
- Invite the media – Statesman Journal, South Salem Post, Salem-News.com
- You provide any refreshments for those in attendance – this is entirely up to you
- Prepare an agenda (We strongly encourage you to prepare an agenda, even if it's just a back-of-an-envelope kind of thing. Things run much more smoothly with an agenda, even if it's just sketched out. See below.)

- Provide background information on your company ahead of time to those who are speaking so they can prepare remarks

HOW IT RUNS: Your agenda could be something like this...

- Welcome Guests – done by a Chamber membership director
- Introduction of Chamber Representatives in attendance, dignitaries, Chamber Staff.
- Introduction of Company President or Manager
- Congratulatory Remarks – from Chamber or other dignitaries – these are very brief (1-3 minutes)
- Cut the ribbon – usually done by dignitaries and head company rep, some choose to have all employees do the cutting
- Thank you for attending – by a company rep
- Intro on the company – done by a company rep – Explain what you do if a new business, about your new location – if a second location or a move, your hours; introduce your staff
- Then you offer everyone to come take a look at your facility, and if large enough, you might want to offer tours

KEEP IN MIND:

- The further ahead you contact us the more publicity we can give your event
- Weekend grand openings (including Friday after 5:00) are harder for the Chamber to draw attendance to than weekday events
- Keep in touch with the Chamber as your plans progress
- If you've asked for RSVP's, people will typically wait until the last minute, or will show up without RSVP-ing
- Will parking be an issue? If so, please let us know where you would like guests to park so we can inform them in advance

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OF COMMERCE

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***RIBBON CUTTING CEREMONY
NEW BUSINESS, ANNIVERSARYS AND
HISTORIC PRESERVATION***

The Lowell Chamber of Commerce would be happy to do a Ribbon Cutting for your new business in Lowell, regardless if you are a Chamber member or not. If you want a Ribbon Cutting Ceremony to signify an anniversary you will need to be a Chamber Member.

The Ribbon Cutting Ceremonies are in conjunction with the anniversary should start with 10 years in business then 15, 20, 25 years, etc. If you have renovated your business back to its original historic time period, we will offer a Green Ribbon Cutting Ceremony to our members in conjunction with Historic Preservation. Below are several options for you to choose, please check what is appropriate for you.

Two Ribbon Cutting Ceremonies will be planned per month: the first week of the month on Tuesday and the third week of the month on Thursday. Thirty days noticed is need for planning each ceremony. The preferred time is at noon or early evening, between 4:00 and 7:00 p.m.

Indicate your preference of day/date/time _____ Tuesday or _____ Thursday.

- _____ Yes, I would like a Ribbon Cutting for a new business in Lowell. I am a Chamber Member.
- _____ Yes, I would like a Ribbon Cutting for new business in Lowell. I am not a Chamber Member.
- _____ Are you interested in more information in becoming a Member? _____ Yes _____ No (please indicate)
- _____ Yes, I would like a Ribbon Cutting for the Anniversary of my business. I am a Chamber Member.
- _____ I would like my Ribbon Cutting to be with a few Chamber Board Members and the local paper only.
- _____ I would like my Ribbon Cutting to invite the town business members to an Open House atmosphere, along with the local newspaper.
- _____ Yes, I would like a Green Ribbon Cutting Ceremony for Historic Preservation. I am a Chamber member.

Name of Business: _____ **(Please print)**

Contact Person: _____

Address of Business: _____

Mailing Address: _____

Business Phone: _____ Cell Number _____

E-Mail Address: _____

Description of Business (for advertisement purposes) (Use reverse side of form, if needed.)

Office Use Only: _____ date received _____ date newspaper notified _____ date Chamber Members notified