



AGENDA NO: I

MEETING DATE: June 22, 2021

**AGENDA CORRESPONDENCE
RECEIVED BY THE CITY COUNCIL FOR
PUBLIC REVIEW PRIOR TO THE MEETING**

From: [Sean Green](#)
To: [Council](#)
Cc: [Scott Collins](#); [CityClerk](#)
Subject: 6/22/21 Special Meeting Agenda Item I: Increased Commitment to Chamber
Date: Monday, June 21, 2021 10:01:55 AM

Council,

Morro Bay's business community should be appreciative of your commercial-friendly focus and generosity over the past year, and today's increased financial commitment to our hardworking Chamber of Commerce is consistent with that trend. The staff report describes many recent qualitative accomplishments of Chamber; it would be great if some quantitative metrics were added to the list, either as indication of past ROI success or future ROI targets. Many Morro Bay residents may be familiar with Chamber's policy papers submitted to council on behalf of the business community (some of which residents have no doubt opposed), but what residents may not be familiar is how exactly the city's bottom line benefits from a \$90k annual contribution to Chamber's efforts, a sum that represents a 15% increase over last year's \$78,000. For more residents to get behind a spending increase, it would be great to see reports of X number of new business license applications, Y% decrease in commercial vacancies, Z% increase in Chamber membership, etc., as examples. Admittedly, ROI can be difficult to measure for some items, but that doesn't mean we shouldn't try. Every instance where residents can be shown the tangible financial impact of Chamber's efforts is further justification for future spending increases. Part of making that happen, and part of any S.M.A.R.T. goal-setting process, is the establishing of metrics by which to Measure success. Many of us believe the numbers will back up our hunches; let's see that they actually do!

Respectfully submitted,

Sean Green
Morro Bay, CA