

ATTACHMENT D (redline)
SCOPE OF WORK – CUPERTINO CHAMBER OF COMMERCE

Services to include, but not limited to, the following:

1. Technical Assistance:

- ~~a. Provide technical assistance services to existing and prospective businesses located in the City of Cupertino and seeking such assistance, including in person, phone, and email during normal business hours (Monday through Friday 9 am to 5 pm), as well as provide information online through the Chamber website. Information shall include, but not limited to topics such as:
 - ~~— How to open, operate, or grow your business in Cupertino~~
 - ~~— Contacts for City services and departments~~
 - ~~— Help ensure that individuals and organizations doing business in the City of Cupertino possess a current business license.~~
 - ~~— Community events above and beyond those not already provided by the Chamber~~
 - ~~— Recreational amenities~~
 - ~~— Retail shopping and dining amenities~~
 - ~~— Lodging and conference facilities~~
 - ~~— Refer businesses and individuals to other businesses located in Cupertino.~~
 - ~~— Other general information requests~~~~
- ~~b. Support business programs and initiatives developed by the City including but not limited to the Cupertino Business Outreach Program and business surveys.~~
- ~~e.a. Plan and host up to six (6)at least four (4) technical assistance seminars/webinars each year and select topics with the City that are pertinent to small businesses such as public safety in commercial areas, doing business in Cupertino focused on multi-lingual and multi-cultural businesses, green business practices, digital marketing, etc.~~
- ~~d. Participate in and secure business representation for exercises related to business resiliency and continuity as part of the City's Emergency Operations Plan (EOP) update.~~
- ~~e. Assist the City with economic development research or business stakeholder focus groups as needed to gather feedback from the business community.~~
- ~~f. Participate in Small Business Technology Platform as a resource provider and conduct outreach to onboard small businesses on the platform.~~
- ~~g. At the request of the City Manager's Office, coordinate ribbon cuttings for new business opening for businesses with a valid Cupertino business license and regardless of membership status with the Chamber.~~

2. Marketing & Promotion/Information Dissemination:

- ~~a. Develop and produce a Cupertino Dashboard with relevant Cupertino demographic and economic data in coordination with the City. This dashboard will be updated quarterly. The City will use this data for business attraction and retention efforts, and to identify emerging trends, and where appropriate, recommend new policies.~~

- ~~b. Support ad hoc requests for information and services from individuals, organizations, and businesses that pertain to the greater Cupertino community.~~
- ~~c. Market and promote business related City events held in Cupertino.~~
- ~~d. Conduct outreach and education regarding prospective policy changes, and new city rules and regulations (wages, waste reduction, transportation, Single Use Plastics, etc.) to all businesses in the City.~~
- ~~e. Design and promote current and future marketing campaigns (for example #ShopCupertino and #CupertinoCares).~~
- ~~f. Support Small Business Saturday activities and highlight all small businesses in the City.~~
- ~~g. Create, produce, and maintain an online publication to include information on the City, community, and businesses of Cupertino. Digital publication to be updated quarterly.~~
- ~~h. At its office, the Chamber will make available information provided by the City, which may include, but not limited to:
 - ~~—The Scene~~
 - ~~—Recreation Brochure~~
 - ~~—City Contact Information~~
 - ~~—Other materials as they become available~~~~
- ~~i. As appropriate and or as requested by the City, the Chamber will promote City events, programs, services, and alerts.~~
- ~~j. Conduct and share surveys and survey results relevant to the economic health of Cupertino.~~
- ~~k. Working closely with the City Manager's Office, create a Cupertino promotion strategy for major regional events, including the Superbowl and World Cup Soccer, to present the City in a positive manner and to draw Cupertino into the events.~~

3.2. Events/Meetings:

- ~~a. Provide and promote opportunities for City representatives to present and connect with businesses at various Chamber and other meetings including but not limited to the Asian American Business Council, Legislative Action Committee, Chamber Board, and Chamber community forums.~~
- ~~b.a. Host up to four (4) a quarterly professional Women's business luncheon or speaker series to provide networking opportunities for women in business and hear from a speaker or special presenter on related topics at City facilities at no charge, or other venues around Cupertino, and online.~~
- ~~c. Assist city staff in scheduling and participate in Cupertino Business Outreach Program (CBOP) in person and virtual meetings with Cupertino businesses.~~
- ~~d. Organize commercial and retail broker breakfasts.~~
- ~~e.b. Attend monthly 30-minute coordination City and other associated meetings with the City's Economic Development Managers needed.~~

Reporting Requirements:

~~The Chamber will track information on a quarterly basis directly related to this Agreement and report to the City a summary of services referenced below rendered to Chamber members and non members. These reports will include, but not limited to:~~

- ~~1. Technical Assistance:
 - ~~○ Number of businesses served.~~
 - ~~○ Sector and size of businesses served, and services rendered.~~
 - ~~○ Number of ribbon cuttings or grand openings held for Cupertino businesses.~~~~
- ~~2. Marketing & Promotion/Information Dissemination:
 - ~~○ Summary of ad hoc requests for information.~~
 - ~~○ Summary of business seminars and events organized including topics, attendees, other pertinent outcomes.~~
 - ~~○ Summary of outreach efforts around new city policies, rules, regulations.~~~~
- ~~3. Summary online impressions generated for marketing and promotions of campaigns.
Events/Meetings:
 - ~~○ Key performance indicators (KPIs) around marketing efforts including social media metrics.~~
 - ~~○ Summary of the outreach conducted for events.~~
 - ~~○ Summary of broker breakfasts, in partnership with the City, including attendee contact information and leads generated.~~~~
- ~~4. Key successes achieved during the period.~~
- ~~5. Recommendations for future endeavors that advance the common goals of the agreement.~~

~~The reports will be in a format mutually agreed to in writing by the City and the Chamber. The City, where appropriate, will provide publicly available data to Chamber staff when partnering to implement activities outlined in this scope of work.~~