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Date: February 14, 2023  
To: Honorable Mayor and Councilmembers  
From: Marti Brown, City Manager  
Subject: \$5000 Donation to the Willows Chamber of Commerce

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**Recommendation:**

Authorize the City Manager to execute an agreement with and donate to the Willows Chamber of Commerce in the amount of \$5000.

**Rationale for Recommendation:**

In the past, the City of Willows has contributed up to \$5000 per year to the Willows Chamber of Commerce. This request is consistent with past precedent.

**Background:**

Based on city records, the City of Willows donated to the Willows Chamber of Commerce as far back as 2015. Some years, the city contributed two \$2500 payments per fiscal or calendar year and other years, the city contributed one \$5000 payment per fiscal or calendar year.

**Discussion & Analysis:**

Other than issuance of payment from the city to the Willows Chamber of Commerce, staff has been unable to locate any record of reporting or other working relationship with the Chamber. As a result, staff recommends that as part of the donation agreement, the Willows Chamber of Commerce submit an annual report outlining how the donation was spent (e.g., activities, purchases). In addition, staff also recommends that the Council consider requesting city representation on the Chamber Board of Directors (e.g., Councilmember, Executive Staff).

**Fiscal Impact:**

Staff recommends using the "Community Promotion" line item in the Community Discretionary Fund to donate \$5000 to the Willows Chamber of Commerce. The FY 2022-23 approved budget for "Community Promotion" was \$7500.

**Attachment:**

- Attachment 1: Letter from the Willows Chamber of Commerce Requesting \$5000

Willows Chamber of Commerce  
103 South Plumas  
Willows, CA 95988

January 18, 2023

City Of Willows  
201 N. Lassen  
Willows, CA 95988

Dear City Council Members,

At this time, the Willows Chamber is asking to be given a place on the agenda for the Council meeting on February 14, 2023.

The purpose of this letter is to request funding from the Community Activities Fund. With the increase in the hourly minimum wage and other expenses, it has made it necessary for us to ask for some financial assistance.

During the last two years, our membership has decreased in part due to COVID with merchants minimizing their spending. Also, our non-profit membership could not do their normal fund raising activities which included the Chamber itself.

Our events during the year have included the "madness" months. Our citizens are rewarded for spending their money locally. Of course, we have the Christmas events with Santa and the annual parade.

With the help of some additional funding we can continue to help our businesses grow and help support new business growth.

Thank you for considering this request.

Jamie Millen  
President  
Willows Chamber

January, 2023

### Willows Chamber Events

- Annual Business Directory
- Valentine/Christmas goodie bags to shut-ins
- Madness months-711 total receipts received representing 35 local businesses- amounted to \$43626.00
- July 4<sup>th</sup> fireworks with parade and park activities
- Farmers Market-at Tractor Supply-from May until end of August-with the rain, our local farmers should have a better growing season
- Hope to continue with Chamber lunches to discuss local topics
- Casino night
- Bounty of the County dinner
- Light Parade
- Santa greets children
- Candy canes on Sycamore Street
- Letters to Santa
- 1<sup>st</sup> Saturday in December Craft Fair