



County of San Mateo

Inter-Departmental Correspondence

Department: COUNTY EXECUTIVE

File #: 23-217

Board Meeting Date: 4/11/2023

Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors
From: Michael P. Callagy, County Executive
Subject: Use of District-Discretionary **Measure K** Funds - Supervisorial District 5

RECOMMENDATION:

Measure K: Adopt a resolution authorizing a one-time grant of district-discretionary **Measure K** funds, not to exceed \$75,000, to Daly City Colma Chamber of Commerce, to support ongoing operations and add a business resource center in order to promote economic development for residents and businesses of Daly City and Colma, providing an exception to the criteria for district-discretionary **Measure K** funds to allow for up-front funding of half of the grant, and authorizing the County Executive or designee, to execute the grant agreement.

BACKGROUND:

Measure K is the half-cent general sales tax initially approved by San Mateo County voters in November 2012 and extended in November 2016 for a total of thirty years.

On March 9, 2021, and March 23, 2021, the Board of Supervisors (Board) held study sessions on **Measure K** expenditures and anticipated revenue for fiscal years (FY) 2021-23. The Board-appointed **Measure K** sub-committee, consisting of Supervisor Pine and Supervisor Canepa, convened the study sessions to, among other things, work with staff to facilitate the Board's development of **Measure K** priorities and continuing initiatives for FYs 2021-23. The Board approved \$5 million in one-time loans or grants for the FY 2021-23 budget cycle, divided equally among the five supervisorial districts, for district-discretionary needs and projects. District 5 has submitted a request to use their district-discretionary **Measure K** funds as shown below and described in the Project Summary section of this memorandum:

| District/Project | Amount |
|------------------|--------|
|------------------|--------|

| | |
|---|----------|
| District 5 (Supervisor David J. Canepa) - Daly City Colma Chamber of Commerce: support its ongoing operations (including advertising and marketing and maintaining a social media presence, promoting its offerings and initiatives) and create a business resource center in order to promote economic development for residents and businesses of Daly City and Colma | \$75,000 |
|---|----------|

This item is consistent with the criteria for district-discretionary **Measure K** funds approved by the Board in December 2018, with the following exception: the proposed grant, if approved, would provide for up-front funding of half of the grant (\$37,500.00 of \$75,000.00) The exception from the criteria is necessary in this instance because due to changes in staffing and the impact of the COVID -19 pandemic, the Chamber of Commerce has suffered economic hardship and needs some up-front funding in order to continue providing its current level of services to the community.

PROJECT SUMMARY:

This is a request to authorize a grant to Daly City Colma Chamber of Commerce, and the resulting grant agreement, in an amount not to exceed \$75,000, to support its ongoing operations (including advertising and marketing and maintaining a social media presence, promoting its offerings and initiatives) and create a business resource center in order to promote economic development for residents and businesses of Daly City and Colma. The County Executive's Office will administer and manage the proposed agreement.

Daly City Colma Chamber of Commerce encourages business development and networking, providing members with useful information and services. The Chamber promotes economic, professional, commercial, and civic vitality for the Daly City and Colma communities. Daly City Colma Chamber of Commerce is a long-established resource that the public can use to communicate with and connect to commerce and local governmental partners. Recent projects and services provided to the community included hosting four zoom townhall meetings during the pandemic in order to educate the public about daily COVID-related updates, an annual scholarship drive to fundraise for scholarships for graduating high school seniors going on to college or trade schools; and helping the Skyline College Presidents' Council launch the Skyline College Neighborhood Center to help adult students with free workshops on financial literacy and wellness.

Daly City Colma Chamber of Commerce desires to use Measure K grant monies to support its ongoing operations (including advertising and marketing and maintaining a social media presence, promoting its offerings and initiatives) and add a business resource center to educate and engage the public with special events and to promote economic development to support businesses located or doing business in Daly City, Town of Colma, and neighboring cities. This will also support people and local businesses that have been struggling post-pandemic. The business resource center and the promotion of economic development will include networking opportunities, meetings and events, E-newsletters and E-directories, business promotion, community education on health requirements/recommendations and public safety, business mixers, workshops, and leadership classes, and partnerships with other city resource partners. Members of the public do not need to be Chamber members to use the business resource center and participate in its offerings.

Total Measure K Request: Not to Exceed \$75,000

The release of funds will be contingent on the execution of an agreement providing for the County's

confirmation of the expenditure of funds for the purposes stated herein. The County will disburse the funds to the following organization for the purposes described above:

Daly City Colma Chamber of Commerce

362 Gellert Blvd, Daly City, CA 94015

Felicia Leong,

Chief Executive Officer

(650) 755 - 3900

felicia@dccchamber.org

PERFORMANCE MEASURES:

| Description | Target |
|--|----------|
| Maintain Chamber's ongoing operations (including advertising and marketing and maintaining a social media presence, promoting its offerings and initiatives) and add a business resource center in order to promote economic development for residents and businesses of Daly City and Colma | Complete |

The County Attorney's Office has reviewed and approved the agreement and resolution to form.

FISCAL IMPACT:

There are sufficient **Measure K** funds for this specific FY 2022-23 **Measure K** request. These funds are budgeted in the Non-Departmental Services FY 2022-23 Adopted Budget.