



CITY OF DIAMOND BAR ECONOMIC DEVELOPMENT COMMITTEE MEETING

Grand Conference Room,
21810 Copley Dr.

July 2, 2026
9:30 AM

1. Call to Order
2. Roll Call
3. Public Comments
4. Discussion Items
 - 4.1 Development of Revised Scope of Work for the Regional Chamber of Commerce - San Gabriel Valley.
5. Committee Member Comments
6. Adjourn



ECONOMIC DEVELOPMENT COMMITTEE AGENDA REPORT

TO: Members of the Economic Development Committee

FROM: Ryan McLean, City Manager

SUBJECT: Development of Revised Scope of Work for the Regional Chamber of Commerce - San Gabriel Valley.

STRATEGIC GOAL: Responsible Stewardship of Public Resources

RECOMMENDATION:

Discuss and provide direction to staff.

FINANCIAL IMPACT:

The agreement with the Regional Chamber of Commerce - San Gabriel Valley ("Chamber") has historically been in an amount not to exceed \$12,000 annually.

BACKGROUND:

The Chamber began as the Diamond Bar Chamber of Commerce before expanding eastward to also include the communities of Walnut, Rowland Heights, Hacienda Heights, Avocado Heights, La Puente, Bassett and Valinda. According to its website, the Chamber seeks to "promote civic, commercial, industrial commerce and enhance the quality of life within our community" while advocating for the business interests of its members. The City of Diamond Bar has partnered with the Chamber for many years, focusing primarily on local business development and engagement efforts. Agreements have reviewed and approved by the City Council on one-year intervals at an annual cost of \$12,000. Key provisions/services included in the annual agreement's scope of work (attached) include:

- Continued efforts to increase Diamond Bar-based business membership by 10% year-over-year.
- Public events designed to foster local business development, including business coaching/workshops, business networking events, and the Mayor's Annual Prayer Breakfast.
- Logistical and promotional support to City business engagement events, including grand openings/ribbon cuttings/business milestone events, Diamond Bar Restaurant Week, Beerfest/Taste of Diamond Bar, and Business Watch.
- Provide local businesses access to experts in fields including, but not limited to, attorneys, human resources professionals, and graphic designers.
- Facilitate outreach and engagement via website, text, email, and other media.
- Maintain communication with City designee and provide regular reporting.

ANALYSIS:

The Chamber has struggled to gain a foothold with Diamond Bar-based businesses since making the decision to regionalize more than 15 years ago, with only about 50 paying members locally. Most of the event-based provisions in the scope are met with regional programming and online/webinar-based programs. In the past year, the City's fledgling Office of Economic Development/City Manager's Office has taken the lead on scheduling ribbon cutting and milestone events with local storefront businesses, eliminating the requirement for the business to be a Chamber member to receive recognition and marketing.

At the June 16, 2026 regular City Council meeting, the City Council directed staff to convene the Economic Subcommittee to discuss revisions to the proposed Scope of Work included in a prospective contract with the Chamber. It was suggested that the revisions include specifically local events as requirements.

Today's meeting is an opportunity to discuss and develop a revised Scope of Work and provide direction to staff. Staff will then prepare the recommended revisions for discussions/negotiations with the Chamber CEO and ultimately for placement on an upcoming City Council Agenda.

PREPARED BY:

Ryan McLean, Assistant City Manager, City Manager's Office

ATTACHMENTS:

1. FY 2026-27 Chamber Agreement - Proposed Scope of Work
2. RCCSGV Annual Report 2025-26

EXHIBIT “A”

FY 2026-2027 CITY SERVICES CONTRACT REGIONAL CHAMBER OF COMMERCE OF THE SAN GABRIEL VALLEY

SCOPE OF SERVICES

July 1, 2026 through June 30, 2027

- A. The Chamber will partner with the City of Diamond Bar to promote business development in the City of Diamond Bar. The Chamber CEO and City Manager or their designee will meet no less than bimonthly to discuss issues impacting the Diamond Bar business community and the Chamber’s efforts to carry out the terms of this agreement.
- B. The City shall have a non-voting liaison position on the Regional Chamber of Commerce – San Gabriel Valley (“Chamber”) Board of Directors. The position shall be appointed by the Mayor.
- C. Upon commencement of this agreement, the Chamber shall provide a list of all current Diamond Bar-based business members. The Chamber shall continue efforts to increase Diamond Bar-based business membership by at least 10% by June 30, 2027.
- D. The Chamber shall organize and promote open-to-the-public events that foster local business development, engagement, and economic growth, including:
 - A minimum of five (5) business development/coaching workshops (including one-on-one meetings with licensed business counselors or partnerships with other reputable business development agencies) with topics relevant to the current needs of local businesses. Topics may include, but are not limited to business plan development, access to capital and financing opportunities, marketing techniques, emerging technologies, how to expand, job development, etc.
 - A minimum of four (4) business networking events to be held in Diamond Bar, including the annual Mayor’s Prayer Breakfast event. As an in-kind donation, the City shall provide free access to a City facility (subject to availability) for two (2) of the four (4) events. The City shall receive a minimum of two (2) complimentary passes to each scheduled networking event.
- E. The Chamber shall provide support for City-sponsored business engagement programs and activities, including:
 - Provide logistical support, marketing, supplies/materials and other

assistance as requested to the City in the course of staging local business engagement events, including, but not limited to, Grand Openings/Ribbon Cuttings and business milestone recognition events.

- Assist the City with the annual Diamond Bar Restaurant Week (DBRW) Program which will take place in October. Chamber shall participate in DBRW events (including the 2026 Beerfest/Taste of Diamond Bar event scheduled for September 20, 2026) coordinate and solicit any donations/sponsorships, and provide a grand raffle prize to be distributed to DBRW Dine and Win contest participants at the end of the program. Chamber shall promote DBRW information on the Chamber website, as well as provide content on Chamber social media platforms. Chamber shall, whenever possible coordinate existing professional development events to take place at DBRW participating restaurants and furnish Chamber membership information to local business participants.
 - Promote City-sponsored Business Watch events to Diamond Bar-based Chamber members.
- F. The Chamber shall develop and implement a program designed to match Diamond Bar-based businesses with Chamber members that can provide fee-based on-demand business assistance or expertise necessary to their success, including but not limited to attorneys, human resources professionals, graphic designers, marketing professionals, etc.
- G. The Chamber shall continue to upgrade its official website (www.regionalchambersgv.com), ensuring all content is current and accurate. The City shall be provided second tier banner advertising for City programs on the Chamber website at no cost.
- H. The Chamber shall maintain technology designed to increase communications by facilitating mass e-mail, text, and phone outreach capabilities.
- I. The Chamber shall submit quarterly reports to the City Manager or designee. At a minimum, the reports shall contain the following information:
- A list of all Diamond Bar-based businesses with active Regional Chamber of Commerce-SGV membership status.
 - A summary of all Chamber Business Development Workshops held during the quarter and the total number of Diamond Bar-based businesses/residents participating.
 - A summary of all Networking Events held and the total number of Diamond Bar-based businesses/residents participating.
 - Website data, including the total number of website visits/hits and e-subscribers.
 - A summary of other relevant Chamber activities conducted during the period, as determined by the CEO.

- J. At a regular City Council meeting in May or June (to be determined by the City), the Chamber shall present an annual report to the City Council highlighting its accomplishments for the year, with particular focus on those included in this scope of services.

Annual Report 2026

**The Regional Chamber of
Commerce – San Gabriel
Valley**

**Building Economic
Opportunity, Workforce
Readiness & Community
Prosperity**

Presented by:
Aziz Amiri, CEO

•

**Learn • Earn • Live •
Thrive**

*Advocate and Partner of
the City of Diamond Bar
since 1986*



**20 YEARS
SERVING
SAN GABRIEL VALLEY**

Message from the President of RCC-SGV

Learn. Earn. Live. Thrive in the San Gabriel Valley.

Our mission reflects our belief that economic development must be **people-centered**. Prosperity is not created by growth alone; it is created when residents, businesses, schools, institutions, and government work together to build upward mobility and long-term opportunity.

The Chamber is helping **elevate** the connection between educational achievement and regional economic development. The ERP Honor Roll School recognition initiative demonstrates that academic excellence and workforce readiness are directly tied to the long-term prosperity of our communities.

By recognizing high-performing schools and strengthening collaboration among K–12 districts, colleges, employers, and civic leaders, we are helping create a pipeline where students can envision a future to **learn, earn, live, and thrive** right here in the San Gabriel Valley.

Thank you City of Diamond Bar for your partnership.



**ADVOCATE
EMPOWER
& ELEVATE**
The Valley

2023 - We began our journey with self reflection, renewal, and revival

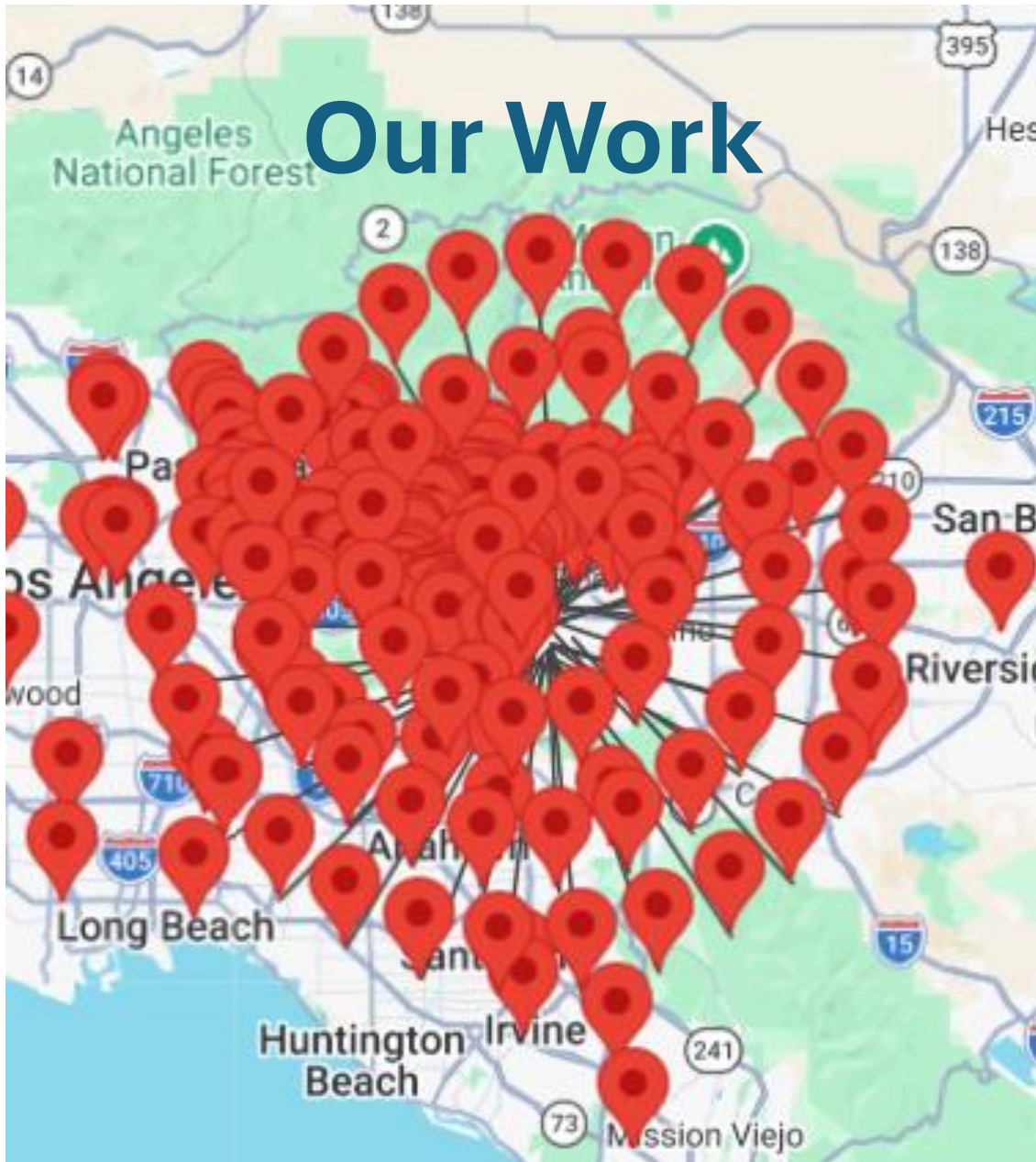
- Refreshed - Bylaws
 - Renewed – Strategic Growth Plan
 - Revived – our Board of Directors participation
 - And “**Now,Let’s Pivot!**”
- President Lauren James**

PROBLEM * RCC - SGV is facing organizational challenge * Businesses are facing unprecedented challenges - low revenues, high competition, reduced labor pool and lack of skill to respond to current conditions * Cities revenue from sales taxes have decreased due to drop in economic activities, including high office and shopping centers vacancies. * Rising criminal activities causing significant financial losses disrupting business operations and viability. * Businesses are facing workforce shortage to operate and grow their operations.	SOLUTION * Refresh, Renew, Revive and Pivot the Chamber to take advantage of emerging opportunities by being a solution provider. * Utilize leadership's time, talent, resources and influence to provide current marketing and promotional solutions, education and advocacy for development and growth in the region. * Be a partner, and a bridge to the Cities and local legislators to promote their economic development strategies in the region. * Provide resources and train employers on fraud prevention, shoplifting, cyber crimes, employee theft, and robbery. Collaborate with law enforcement agencies to mitigate increasing criminal activities. * Collaborate with local vocational and educational institution, and major employers for talent and skill, and workforce development.	UNIQUE VALUE PROPOSITION * RCC -SGV is the only recognized regional business organization dedicated to the economic development of small and mid size businesses in South-eastern San Gabriel Valley supporting 3 cities and 3 unincorporated areas of LA County and serving the region since 2005. The Southeastern San Garbriel Valley, not including the City of Industry, has over 3500 business in construction, retail, food and lodging and health service sectors representing ove \$3.2 billion in revenue.	UNFAIR ADVANTAGE * Experienced and recognized business organization in the region. * Leader in pivoting the chamber's business model to focus on value driven membership services. * Leader in product innovation in providing digital marketing and promotion services to the members. * Leader in partnering with government agencies to promote and foster local and regional economic development strategies and public safety. * Leader in advocacy engagement with elected officials to advocate for more business friendly regulations.	CUSTOMER SEGMENTS * Cities, LA County Supervisory districts, Federal and State Legislators. * Large nationally and locally recognized businesses and service providers. * Small and mid size buinesses - generally known as "mom and pop" enterprises. * Emerging online B2B and B2C goods and service providers. * 3 Major educational institutions, and 4 School districts.
EXISTING ALTERNATIVES Pomona Chamber of Commerce Industry Business Council Service Clubs DB Mayors CEO Luncheon DB Restaurant Week	KEY METRICS Confidential	HIGH-LEVEL CONCEPT Pivot Evolve Flourish Leading the way forward	CHANNELS Social Media Farmers Market Business Seminars, Networking events Walk the business beat Ambassadors The board Advocacy events Participation in regional events Enhanced Website GAC meetings City Website Annual City Celebration	EARLY ADOPTERS City of DB Current board members Past board members Current members Past Members Legislative bodies
COST STRUCTURE Confidential		REVENUE STREAMS Confidential		

Leading the way forward...



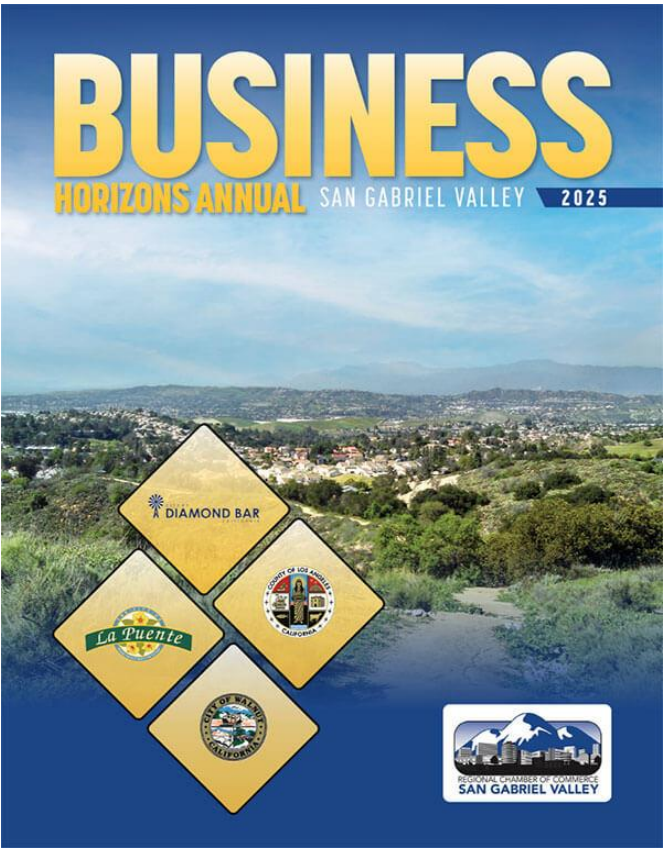
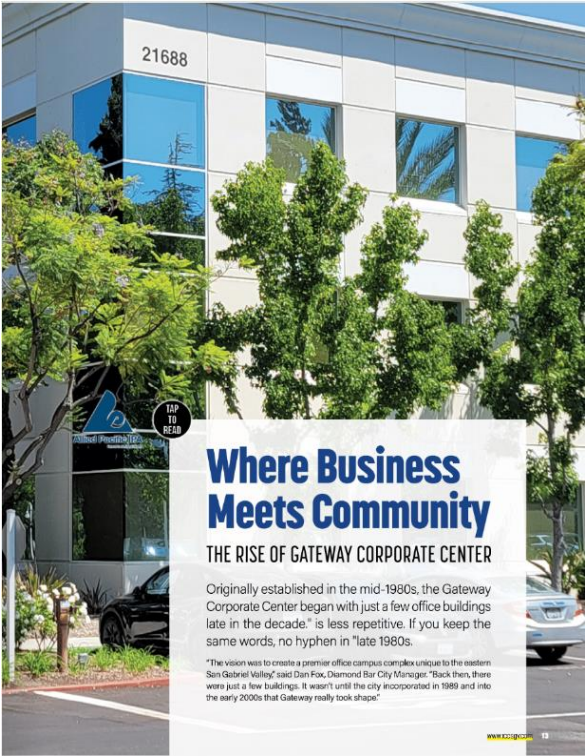
Our Work



- DB - 53 active members, 183 courtesy members. Total active members 275 regionally.
- Digital and Interactive – 176k Directory, 69k Business Category searches since July 2025.
- Events – 4 Major events – Women in Leadership, Honor Roll Schools Award Day, Supply Chain Summit, DB Mayor's Prayer Breakfast, LA County FIFA World Cup Launch.
- Biz Grant – Gas Company Rebate Program – 12 business applied 2 qualified for \$5000 grants in 2025 cycle
- Biz ED - 24 Webinar Series – Led by RCCSGV and collaborated by 18 SGV area Chambers. Nearly 400 attendees.
- Community Support – website promotions, table sponsor and scholarship fund: Kiwanis, DB Women's Club, Friends of DB Lib., the DB Beauty Pag., DB Fnd., Making Spirits Bright, Rotary Club – Walnut Valley.
- 3 Ribbon Cutting and Grand Opening Ceremonies partnership with City of Diamond Bar
- Partnership events wit LADEO, MEHKO, La Puente, Rowland Heights, Mt SAC, CA Poly.

SGV Business Horizon Magazine Featured Story

2025 Publication



2024 Publication



SGV - SWOT

STRENGTHS

- Strategic location between Los Angeles County, Orange County, and the Inland Empire.
- City of Industry logistics, warehousing, manufacturing, and goods movement base.
- Diverse, multilingual, globally connected business community.
- Strong education assets

WEAKNESSES

- Limited concentration of corporate headquarters and high-wage employment centers.
- Aging commercial corridors and under-modernized retail/industrial sites.
- Housing affordability pressures affecting talent retention.
- Small businesses often lack capital, digital tools, succession planning, and procurement readiness.

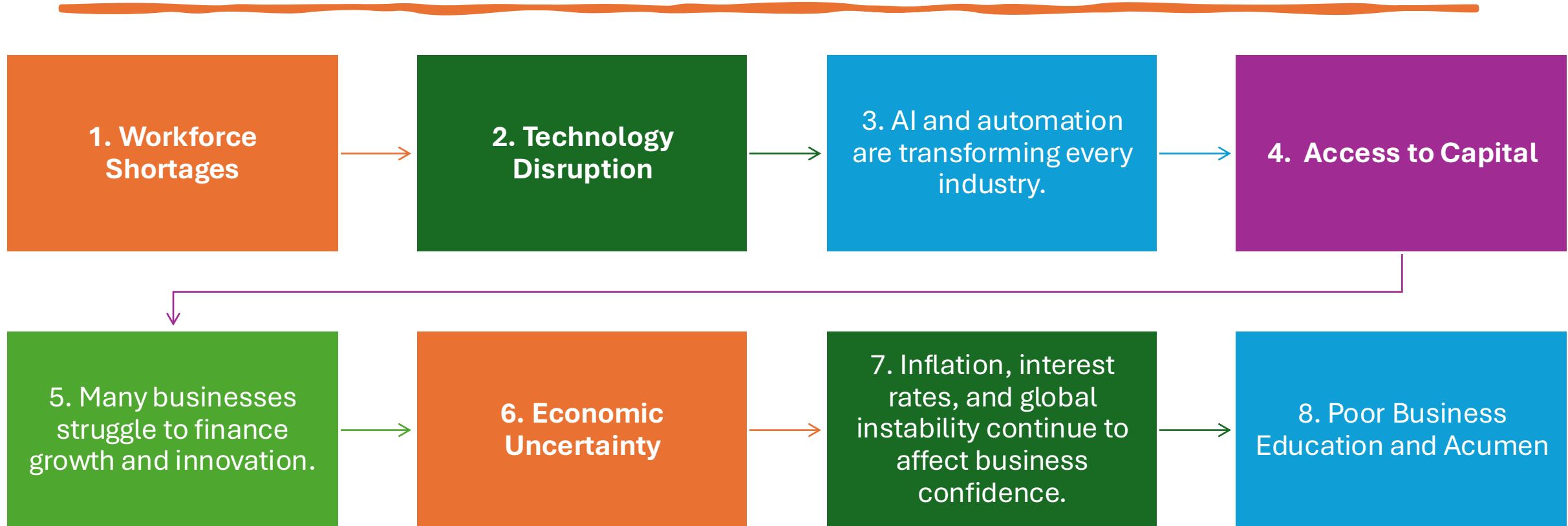
OPPORTUNITIES

- AI and digital transformation in logistics, healthcare, education, manufacturing, and small business operations.
- Major events economy: FIFA 2026, Super Bowl 2027, and LA28 Olympics/Paralympics.
- Advanced manufacturing, clean energy, aerospace suppliers, robotics, and automation.
- Healthcare, life sciences, and aging-services growth.
- Tourism, culture, international trade, entrepreneurship, and regional procurement pipelines.

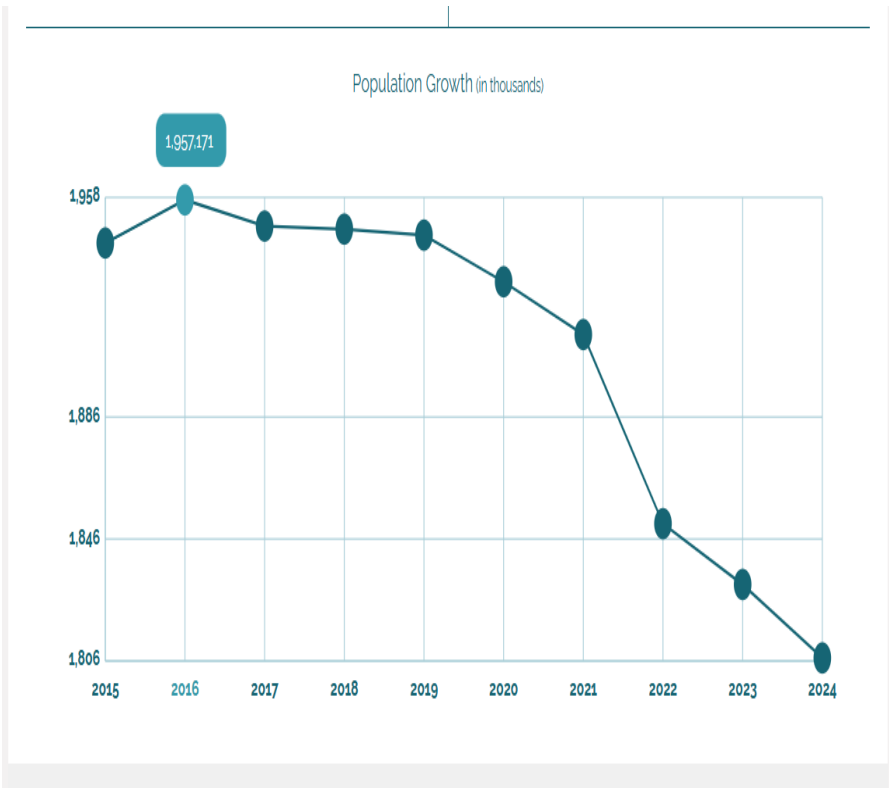
THREATS

- Economic slowdown, inflation, higher operating costs, and reduced consumer spending.
- Automation and AI displacement of routine jobs without reskilling pathways.
- Global trade disruptions, tariffs, port congestion, and supply chain instability.
- Competition from Inland Empire, Orange County, and other regional investment hubs.

Today's Threats to Businesses and Entrepreneurs



A Silent Threat to SGV – Population Decline



Population loss: Diamond Bar & Walnut

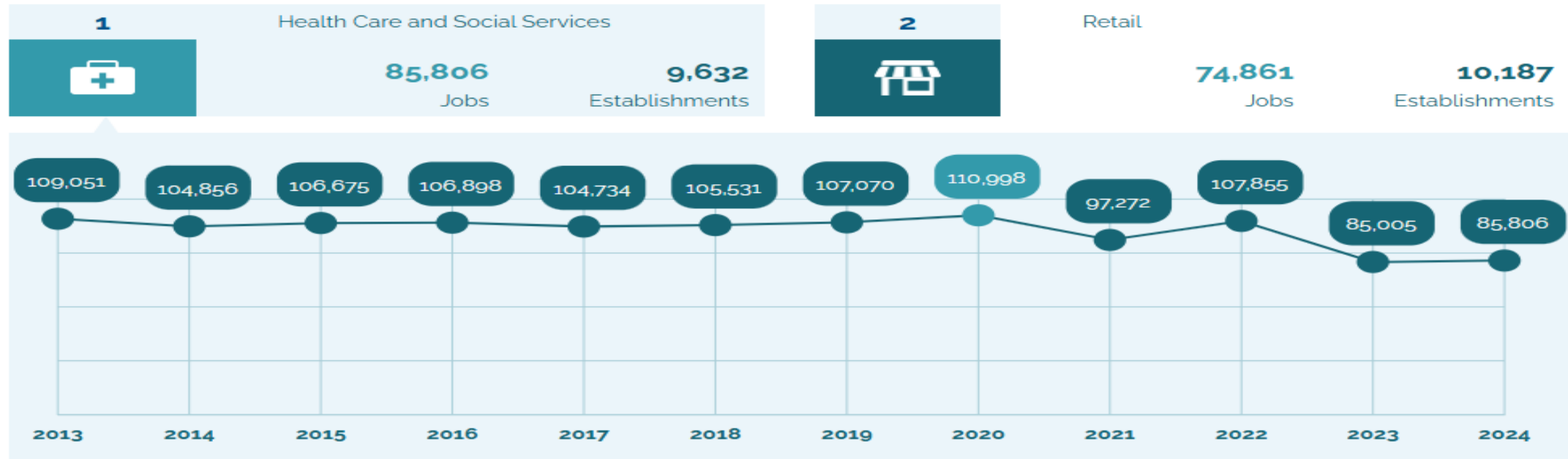
City	2020 Base	2025 Estimate	Population Loss	% Change
Diamond Bar	55,190	51,884	-3,306	-6.0%
Walnut	28,437	27,316	-1,121	-3.9%

SGV Businesses and Jobs

Businesses and Jobs

San Gabriel Valley has a total of 87,876 businesses. In 2024, the leading industries in San Gabriel Valley were Health Care and Social Services, Retail, Manufacturing, and Education.

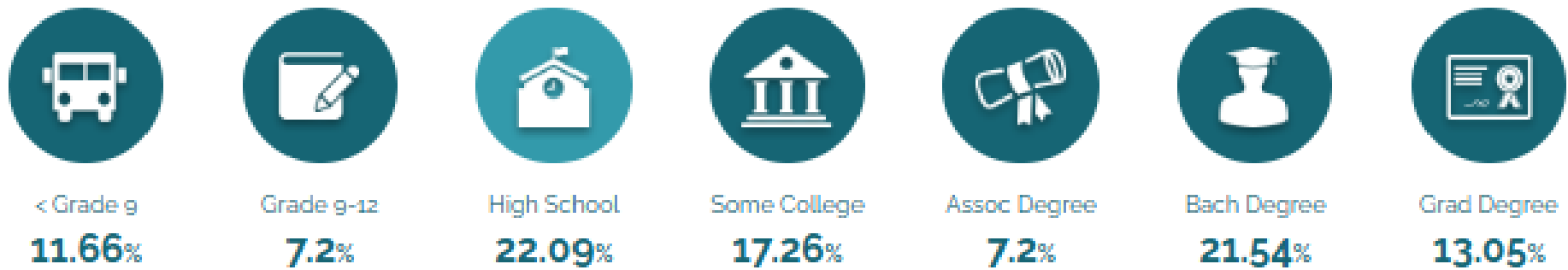
What are the top industries by jobs?



SGV – Education

Educational Attainment

41.79% of the population in San Gabriel Valley have an associate's degree or higher. 81.14% have a high school degree or higher.



Diamond Bar – Avg Age 45 Yrs.

Bachelor's Degree or Higher 52.8%

Bachelor's Degree 34%

FAQ:
Why are
Businesses
Failing in our
City?

What is the
Chamber Doing
About This?

SBA National Data:

20% fail within Year 1

50% fail within 5 Years

65% fail within 10 Years

Top Causes

Lack of capital

Workforce shortages

Limited business knowledge

Technology disruption

Economic uncertainty

Weak business plan

Our Purpose

To strengthen the regional economy by connecting businesses, educational institutions, government agencies, and community organizations.

- **Learn**
through education, and workforce development – **shifting from education only currency to developing education plus skills currency**
- **Earn**
through employment and entrepreneurship – elevating income from “**Living Wages**” to “**Prosperity Wages**”
- **Live**
through **Affordable** living in communities of SGV
- **Thrive**
through **emerging economic opportunity**

The PIVOT

Five Largest Opportunities for the SGV

1. Supply Chain & Logistics

2. Sports Economy (FIFA, Super Bowl, LA28)

3. Artificial Intelligence & Digital Transformation

4. Healthcare & Aging Services

5. Workforce Development & Education Alignment

AI-driven economic impact projections for Los Angeles County include:

Sector	Estimated Annual Economic Impact by 2035
Healthcare & Life Sciences	\$15–25 Billion
Entertainment & Media	\$10–20 Billion
Logistics & Supply Chain	\$8–15 Billion
Manufacturing & Aerospace	\$12–20 Billion
Financial & Professional Services	\$8–12 Billion
Retail & Consumer Services	\$5–10 Billion

Shifting - Challenges for Small Business

- **The Business Environment Has Changed**

- **Yesterday's Challenges:**

- Business promotion
- Advertising
- Visibility
- Networking

- **Today's Challenges:**

- Workforce shortages
- Access to capital
- Technology adoption
- Regulatory complexity
- Lack of Business acumen
- Supply chain disruptions
- Over Reliance on SM

A Formula for Business Success

Digital Presence +
Business Knowledge +
Access to Resources +
Strong Networks, Product
Relativity, Agility

=

Sustainable Business
Success

This is precisely why the Regional Chamber of Commerce is increasingly focused on **education, workforce development, mentorship, and resource access—not just SM business promotion**. These are the factors that determine whether a business survives and grows over the long term.

Our Plan Moving Forward

- Preparing our Community for Emerging Opportunities
 - Providing Small Business Sustainability Education and Resources
-

Strategic Priorities 2025–2030 - Focus Areas

Workforce Development –
Skills Currency

Entrepreneurship – Training
and Mentorship
Business Certification

Small Business Growth –
Access to Multi- Lingual
Resources

Economic Inclusion –
Serving Diverse Community

Sports Economy
Opportunities – FIFA, Super
Bowl, LA28

Supply Chain Industry and
Manufacturing -
“Made in America”

Education-Industry
Alignment – RUSD, Mt.
SAC, Cal Poly, CIAM,
USBank, AMR, Valley Vista,
Suburban Waters, ERP

Regional Partners – LADEC,
LASBA, LADEO, SGVEP

BHAG! *Big, Hairy, Audacious, Goal – Few Already Delivered*

LADEO + LASD1 =
FIFA Zone

MT SAC+ Cal Poly =
Supply Chain Summit

ERP + RUSD = Honor
Roll Schools Award

Free Employees (max
1 Yr.) = AJCC

Free Legal, Business
Consulting = Chase
Bank, US Bank ,
Public Counsel

Free Office On-onsite
Workforce training =
Mt. SAC

Free Contract
Procurement Training
and Access = LADEO,
LAUSD, Port of LA

Small Business
Grants = Gas Co. +
CA Rest. Foundation
+ LA County

Strength of Diamond Bar – Gateway Way Pacific Rim



- Strategic Southern California location 57/60 confluence
- Highly educated workforce
- Top-tier schools
- Access to Cal Poly Pomona, Mt. SAC , CAL State, U of La Verne, Claremont Colleges
- High quality of life
- Diverse global population
- Proximity to logistics and supply chain hubs
- Access to the sports and visitor economy
- Stable and business-friendly local government



Diamond Bar's greatest asset is not its location alone, but the **convergence of human capital, educational excellence, cultural diversity, and regional connectivity.**



Diamond Bar is uniquely positioned to serve as **a center for innovation, workforce development, and business growth while maintaining one of the highest qualities of life in the region.**

Thank you - Our Partners



Thank you - Our Board Members

President – Lauren
James

Immediate Past
President –
Ken Liebman

President Elect –
Cofounder –
Nef Cortez

VP of Economic
Development –
Ruben Torres

CFO/Treasurer Joe
Raquel

VP of Workforce and
Education
Development –
Mitch Brunyer

VP of Membership –
Ray Galan

VP of Gov't &
Community
Relations –
Paul Wrightsman

Angie Valenzuela

Teresa Aguilar

Lorena Xochimiltl

Jeanette Diaz

Cofounder
Mike Brown

Ryan Ferguson



Why the City-Chamber Partnerships Matter? Together We Can

