



CITY OF DIAMOND BAR ECONOMIC DEVELOPMENT COMMITTEE MEETING

Grand Conference Room
21810 Copley Dr.

August 4, 2026
9:00 AM

1. Call to Order
2. Roll Call
3. Public Comments
4. Discussion Items
 - 4.a *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.

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 last 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. At the July 2, 2026 Economic Development Committee meeting, staff was directed to provide the following Scope of Work revisions to the Chamber CEO for discussion:

- Develop and present plans to hold a minimum of one in-person event in Diamond Bar every month, with a focus on establishing a local presence in Diamond Bar. These events can be more informal, including scheduled no-host gatherings held at local restaurants and events sponsored/hosted by local businesses. They can be simple pastries and coffee events. The intent is to build from the grass-roots level. There is also a preference that these monthly events be open to the public (including non-member businesses).
- Produce a feasibility study with the intent of returning the Saturday Farmer's Market to its original home in Diamond Bar.
- Maintain the Mayor's Prayer Breakfast to be held at the discretion of that year's Mayor. The City is willing to work with the Chamber to reduce costs (go from catered to continental breakfast, for example) but increase local community participation. There is a preference that the event be no/low cost.
- Offer a one-year courtesy membership to businesses recognized by the City at ribbon-cuttings/grand openings/milestone events. The intent here is to provide the Chamber with leads and an opportunity to demonstrate the value it offers local businesses.
- Provide monthly reporting about the Chamber's activity in Diamond Bar (events, outreach, participants, leads, etc.).

On July 20, 2026, staff met with Chamber CEO Aziz Amiri and Board Members Paul Wrightsman and Nef Cortez to present the Committee's revised terms. The Chamber agreed in principle to the terms listed above, with one exception:

- Rather than offer a minimum of one in-person event in Diamond Bar per month, the Chamber requested that such events be held every other month.

Today's meeting is an opportunity to the revised Scope of Work and provide direction to staff. Staff will then prepare the recommended revisions for placement on an upcoming City Council Agenda.

PREPARED BY:

Ryan McLean, City Manager

ATTACHMENTS:

None