

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

HIGH DESERT HISPANIC CHAMBER OF COMMERCE

Summary Statement:

This item was placed on the Town Council Agenda at the request of Council Member Roelle.

The High Desert Hispanic Chamber of Commerce serves the incorporated communities of the Victor Valley (Adelanto, Apple Valley, Hesperia and Victorville) as well as businesses located in the County unincorporated areas within the Valley. From time to time, the Town has co-sponsored various Chamber events and, on occasion, has allowed the Chamber to utilize Town facilities to carry out its monthly luncheon activities.

The FY 2009/2010 Redevelopment Agency budget contains a \$5,000 appropriation for regional Chambers of Commerce, with \$2,500 each going to the High Desert Hispanic Chamber of Commerce and the African-American Chamber of Commerce (it is anticipated the mid-year budget process will formalize the budget authority for these appropriations). In addition, the current Agency budget includes an appropriation in the amount of \$35,800 for the Apple Valley Chamber of Commerce Business Retention Program.

It is assumed Council Member Roelle is desirous of engaging the Town Council in a discussion regarding whether or not the Town should further assist the High Desert Chamber of Commerce in carrying out its core mission. In that connection, staff recommends adoption of the form motion.

Recommended Action:

That the Town Council provide direction to staff regarding the possibility of providing additional financial assistance to the High Desert Hispanic Chamber of Commerce.

Proposed by: Assistant Town Manager Econ. & Comm. Dev. **Item Number** _____

T. M. Approval: _____ **Budgeted Item** **Yes** **No** **N/A**