



North Orange County Chamber

SMALL BUSINESS STRATEGIC GROWTH PROPOSAL

Presented By
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City of La Habra Small Business Strategic Growth Proposal

Presented by the North Orange County Chamber of Commerce (N.O.C.C.)

Executive Summary

La Habra has ≈ 2,076 small businesses that anchor the local economy and community identity. Most are excellent at what they do—but lack time, tools, and digital visibility to compete in today's market.

The North Orange County Chamber offers a proven, field-tested solution: a citywide business growth initiative that provides marketing tools, digital presence, and regional connections for only **\$100 per licensed business** (excluding a one-time onboarding fee). This program launches quickly, requires no added city staff resources, and delivers measurable results in visibility, compliance, and economic impact.

Why It Matters

Challenges

- Low online visibility → limited reach and customer traffic
- Marketing capacity gap → owners doing everything themselves
- Isolation → missed partnership and vendor opportunities
- Licensing confusion → non-compliance and lost revenue

Chamber Solutions

- Verified, search-optimized directory profiles for all La Habra businesses
 - City-branded marketing and direct-mail campaigns
 - Regional podcasts, social media, and video promotion to drive traffic
 - Business mixers and workshops for connection and education
 - Outreach assisting with licensing and compliance
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Shared Economic Priorities

- **Local Employment & Resilience:** Keeping jobs and spending within La Habra.
 - **Community Identity:** Strong local businesses define La Habra's character.
 - **City Partnership:** The Chamber complements City Economic Development by engaging owners the City can't easily reach and by expanding the vendor base.
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Program Overview

Cost & Structure

- \$100 × number of licensed businesses
- One-time setup and activation investment (\$20K–\$40K)
- NOCC manages all operations, reporting, and marketing

Implementation Timeline

Phase	Time	Focus
1	Weeks 1–2	Verify business list & begin outreach
2	Weeks 3–12	Create and publish business profiles
3	Weeks 4–8	Launch marketing & digital campaigns
4	Weeks 12–15	Engagement workshops & first report

Within 90 days → La Habra has a fully visible, digitally connected business community.

Proven Results & Regional Reach

- 4 years of refinement across multiple municipal projects
 - Measured impact in retail, hospitality, and professional services
 - Regional network reaching **91 K social followers, 27 K emails, 80 K web visits, 18 K podcast listeners**
 - Documented ROI: typical members gain \$1.2K – \$2K annual visibility value for a fraction of that cost
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City Recognition & Collaboration

- City logo featured on all program materials and events
 - Council members invited on **ChamberTalk** podcast/video platform
 - La Habra Business Launch Mixer to celebrate the program
 - Quarterly reports to City staff with data, success stories, and visibility metrics
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Impact for La Habra

- Boost in business license compliance and vendor base
 - Enhanced city reputation as pro-business and forward-thinking
 - Increased sales tax and local spending through stronger B2C and B2B connections
 - No added burden on city staff — 100% administered by the Chamber
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Conclusion

This initiative delivers a modern, data-driven solution to support La Habra's entrepreneurs and strengthen its economic core.

When small businesses grow, La Habra grows.

When La Habra grows, North Orange County prospers.

City of La Habra Small Business Strategic Growth Proposal

Presented by the North Orange County Chamber (NOCC)

Executive Overview

La Habra is home to approximately **2,076 small businesses** (source: DatabaseUSA). These businesses form the foundation of the city's local economy, providing jobs, services, and the community character that makes La Habra unique.

Yet, many of these businesses face growing challenges in visibility, digital presence, and market reach. Most are experts in their trade, but few have the marketing tools or professional network needed to stay competitive in a rapidly changing marketplace.

This proposal provides a clear and tested solution. The North Orange County Chamber (NOCC) will equip La Habra's small businesses with the digital tools, marketing visibility, and regional connections they need to grow and thrive, while strengthening the city's business base, improving business license compliance, and enhancing the local vendor ecosystem.

This program is fully developed and field-tested. Over four years, the Chamber has refined and prepared it for scalable implementation, producing measurable results in business growth, sustainability, and community impact. We are now proud to offer this opportunity **exclusively to the City of La Habra**, all for only a fraction of regular Chamber membership (**\$100 per licensed business, excluding the initial onboarding and marketing fee**). This ensures rapid activation, professional execution, and minimal impact on city staff resources, delivering a proven, citywide business growth initiative designed to strengthen La Habra's economy from the inside out.

Why This Matters for La Habra

A. The Local Business Landscape: Challenges and Chamber Solutions

Across La Habra, small businesses are the backbone of the community yet many face persistent barriers that limit growth, visibility, and long-term sustainability. These challenges are not unique to La Habra but are especially felt by local owners balancing operations, compliance, and marketing in a fast-changing economy.

The North Orange County Chamber's program is designed precisely to help overcome these pain points, removing obstacles, connecting resources, and building capacity where it matters most.

Key Business Challenges and Chamber Solutions

Limited Digital Visibility

Many local businesses rely solely on social media or outdated listings, making them nearly invisible to online consumers.

Chamber Solution: Every La Habra business receives a verified, search-optimized online profile through the Chamber's regional directory network, immediately improving discoverability and credibility across Google and partner platforms.

Declining Foot Traffic and Customer Reach

Retail corridors along Whittier Boulevard, Imperial Highway, and Lambert Road have seen reduced local spending and increased online competition.

Chamber Solution: Chamber-led promotions, social media features, and community campaigns such as Shop Local app & Shop North OC, drives awareness, consumer loyalty, and direct engagement for participating businesses.

Lack of Marketing Expertise or Time

Owners are often their own marketing departments, without the tools or bandwidth to build brand visibility.

Chamber Solution: The Chamber's administrative and marketing activation package acts as an outsourced marketing team, handling data, photography, listings, and digital promotion for each business professionally and efficiently.

Isolation and Missed Partnerships

Many small businesses operate independently, missing opportunities to collaborate, share referrals, or form local vendor relationships.

Chamber Solution: Through mixers, workshops, podcasts, and the digital directory, the Chamber creates direct B2B connection points that translate into new customers, contracts, and growth.

Regulatory and Licensing Confusion

Entrepreneurs especially those new to the area or with language barriers, often find the city's licensing and renewal process complex.

Chamber Solution: Acting as an outreach and education partner, the Chamber communicates clear, friendly reminders and assists with compliance guidance, helping both the city and its businesses maintain up-to-date records.

Workforce Recruitment and Retention

Employers struggle to find and keep qualified workers in service, retail, and skilled trades.

Chamber Solution: By collaborating with school districts, workforce boards, and state training programs, the Chamber connects La Habra employers with qualified candidates and reimbursable training opportunities.

Limited Access to Capital and Growth Resources

Micro-businesses and start-ups often lack access to lenders or awareness of grant and assistance programs.

Chamber Solution: The Chamber leverages its financial-institution members and government partners to help businesses identify and apply for funding, grants, and credit resources.

Small businesses are at the heart of La Habra's economic and social fabric; they provide jobs, essential services, and the sense of community that defines the city's identity.

Partnering with the North Orange County Chamber (NOCC) gives La Habra a tested and immediately deployable mechanism to strengthen, connect, and promote these businesses without expanding city overhead or resources.

B. Shared Economic Priorities

- **Local Employment & Stability:** La Habra's 2,076 small businesses collectively employ thousands of residents, supporting household income and consumer spending within city limits. Strengthening these businesses sustains and expands local employment opportunities.
- **Economic Resilience:** When small businesses have access to marketing tools, digital visibility, and professional guidance, they are better equipped to withstand economic fluctuations from inflationary pressures to regional competition.
- **Community Identity:** The success of local family-owned restaurants, retailers, and service providers shapes the city's image and livability. Supporting their growth reinforces La Habra's reputation as a pro-business, people-centered community.

C. Complementing City Functions

The city's economic development and planning teams already work to attract investment, manage development, and support infrastructure. The Chamber's program complements, not duplicates, this work by:

- Providing direct **business-to-business** engagement that reaches owners the city often cannot easily contact.
- Acting as an extension of city outreach capacity, ensuring consistent communication, promotion, and visibility for licensed businesses.
- Helping identify unlicensed or underrepresented businesses, guiding them toward compliance and formal participation in the local economy.
- Creating digital infrastructure (online profiles, content, and analytics) that the city can reference for vendor procurement, community directories, and tourism promotion.

D. Strengthening the City's Vendor & Procurement Ecosystem

- Many city departments rely on outside vendors for maintenance, printing, professional services, catering, and events. The Chamber's network helps identify reliable local vendors that meet municipal standards, keeping spending local.
- By broadening the vendor base and visibility of La Habra businesses, the city can redirect contracts that might otherwise leave the region, circulating more dollars within the community.

E. Supporting the City's Economic Development Goals

- **Business Retention and Expansion (BRE):** This program functions as an ongoing BRE system continuously engaging local firms, providing training, and tracking outcomes.
- **Entrepreneurship and Innovation:** Visibility, workshops, and marketing support encourage start-ups and home-based enterprises to grow into licensed, contributing businesses.
- **Regional Voice and Collaboration:** NOCC's partnerships with neighboring cities, county agencies, and additional multiple entities La Habra benefits from shared resources and regional exposure without additional cost.

F. Fiscal and Community Benefit

While the program will naturally contribute to the city's tax base, its greater impact lies in

- Increasing the number of licensed, actively engaged businesses and improving compliance and fairness.
- Strengthening La Habra's reputation as a **pro-business city** gives it a competitive edge in attracting future employers and developers.
- Reducing vacancies, supporting revitalization, and creating a more robust, connected small-business community.

G. City Recognition & Collaborative Partnership

The Chamber will ensure the City of La Habra receives prominent recognition across all Chamber materials and activities, including:

- Featuring the city's logo and acknowledgment on all related digital, print, and social media communications.
- Displaying a City of La Habra event banner as done for other municipal partners at all Chamber-hosted events throughout the year.
- Highlighting the city's leadership role in advancing business growth and regional collaboration.
- Being a respected voice in **North Orange County**, the Chamber is frequently asked to provide verbal and written letters of support for municipalities applying for state and federal grants, showcasing our commitment to advocacy and regional partnership.

The Program: Built, Proven & Ready

This initiative is not new; it's the result of four years of development, refinement, and measurable outcomes across multiple sectors of business and city partnerships.

Over the past years, the North Orange County Chamber has delivered tangible, documented results for thousands of businesses and several municipalities, helping them grow, connect, and operate more effectively within their communities.

A. Proven Results Across Industries

- **Restaurants:** Increased local visibility both online and in the community, introduced Dine & Donate and Shop OC initiatives benefiting schools and nonprofits, and successfully advocated to preserve natural gas access required for food safety compliance.
- **Hotels:** Supported local hotels with marketing videos, event promotion, and advocacy, including uniting area hotels to oppose forced unionization under Local 11, organizing briefings, and lobbying alongside hospitality partners.
- **Professional Services:** Hosted workshops and business-exchange events to expand client reach, foster collaboration, and build referral networks.
- **Manufacturing:** Partnered with the State of California's Employment Training Panel (ETP) program, helping secure approximately \$5 million in reimbursements for workforce training. While ETP operates on a one-year-delayed funding cycle, the Chamber continues to assist companies region-wide with applications, compliance, and advocacy in Sacramento.
- **Retail:** Delivered ribbon cuttings, low-cost marketing opportunities, grant support through the SBA programs, workshops and training on digital visibility using the Chamber's eDirectory and events platform.
- **Construction & Development:** Facilitated land purchase introductions, connected developers and contractors, and coordinated with city departments on permitting dialogue. (*The Rexford Industrial Realty Inc. project in Fullerton, Sunrise Village shopping center, now known as The Pines at Fullerton, Samsung Electronics - Goodman Logistics Center Fullerton, West Park Hotel Project, Shopoff/Lennar/Amway in Buena Park.*)
- **Healthcare, Education, and Nonprofits:** Supported community initiatives through event promotion, donor introductions, advocacy for grants and bonds, and video storytelling to increase public awareness and funding access. (Supported and advocated for School Measures' N Fullerton and M Buena Park, also Measure R City of Buena Park.)

B. Regional & Governmental Impact

The Chamber's regional reach extends across multiple municipalities, congressional districts, and state legislative offices, making it one of the most connected advocacy networks in North Orange County.

Our efforts have resulted in:

- Improved city-to-business communication.
- Attraction of foreign corporate and development interest.
- Collaboration with faith-based and nonprofit partners on community resource delivery, including food distribution and fundraising events.

C. Implementation Readiness for La Habra

- The Chamber is prepared to activate immediately upon city approval, engaging an experienced local Chamber-member agency to perform data entry, business-profile creation, and web-directory integration.
- This approach eliminates the need for city staff to manage program logistics while ensuring La Habra businesses receive prompt and professional onboarding.
- Based on existing systems, the Chamber can begin outreach within two weeks of authorization, ensuring that La Habra's small businesses experience tangible benefits early in the rollout phase.

Why This Program Exists: Closing the Small Business Capability Gap

Most small-business owners are exceptional at what they do, but few have the time, tools, or connections to expand their reach.

They focus on serving customers; the Chamber focuses on helping the world find them.

Through this program, the North Orange County Chamber provides the visibility, relationships, and advocacy that allow local businesses to grow, connect, and contribute more to the city's overall economic health.

Our communications network already reaches:

- 91,000 people monthly on social media,
- 27,000 email subscribers,
- 80,000 monthly website visitors, and
- 18,000 podcast listeners across 28 states and 23 countries.

This professional marketing and storytelling engine directly benefits La Habra's small businesses and, by extension, its residents, workforce, and local economy.

Real Examples of Impact

From a Simple Greeting to Statewide Impact

A Chamber member from a local credit union stopped by last December to wish the staff a Merry Christmas. We filmed a quick holiday message. That one video led to:

- A new corporate contract for the credit union, and
- A government-funded nonprofit partnership that now helps unhoused residents open bank accounts a first step toward housing stability.

One Introduction that Tripled a Business's Revenue

At a Chamber networking event, we introduced a local bank to a catering vendor.

Since then, the vendor has tripled revenue, doubled staff, and the bank has Cut catering costs by 50 percent, creating new jobs and keeping spending local.

Regional Visibility that Filled Local Hotels

An international corporation contacted the Chamber seeking a venue for its year-end event.

We connected them with a local hotel that could facilitate such a huge venue and are currently preparing to host the gathering.

This event will not only fill that hotel's rooms but also generate overflow stays in nearby hotels. And when these visitors stay here, they shop here. Spending money at the local restaurants, retailers, and service businesses, circulating dollars throughout the community.

Partnership Model & Implementation Readiness

The City of La Habra and the North Orange County Chamber of Commerce (NOCC) share a mutual goal: strengthening and retaining local businesses while ensuring equitable participation and measurable community benefit.

This partnership model is transparent, inclusive, and immediately actionable, providing both the city and its business community with lasting value.

A. Establishing the Business Baseline

Independent research through DatabaseUSA Business Data identifies approximately 2,076 small businesses operating within the three zip codes in the City of La Habra.

To maintain fairness and accuracy, the program will align participation with the city's official business license records.

This approach:

- a) Ensures city funding directly supports licensed businesses already contributing to La Habra's economy.
- b) Provides a verified, shared dataset that strengthens both outreach and accountability.
- c) Encourages unlicensed or informal businesses to become licensed, supporting compliance, fairness, and expanding the city's revenue base.

By matching participation to official license counts, both partners demonstrate fiscal responsibility and shared commitment to integrity and transparency.

B. City Investment

- \$100 per licensed small business × (city's verified business count) establishes total program funding.
- Depending on the city's total number of licensed businesses and corresponding investment level, an initial setup and activation fee ranging from **\$20,000 to \$40,000** will be required to fund implementation and administrative support for all participants.
- The Chamber manages all day-to-day operations, outreach, and promotion, ensuring no added workload for city departments.

Reporting:

The Chamber will provide quarterly progress summaries highlighting participation rates, online engagement, business visibility data, and local impact stories.

This results-based reporting keeps the city informed with open transparent data.

The majority of Chamber effort and cost is administrative, focused on data management, profile creation, and ongoing online maintenance.

C. Enrollment & Outreach

- All licensed small businesses in the City of La Habra are automatically enrolled to ensure fairness and maximum participation.
- Businesses not currently licensed will be invited to participate by becoming officially registered with the city, naturally incentivizing compliance and local investment.

D. Staffing & Implementation

- To ensure a timely and efficient rollout, the Chamber has prearranged staffing through a local employment agency to supply trained personnel responsible for business onboarding, online profile creation, and execution of the initial direct-mail campaign.

This team will handle:

- Business data entry and verification
- Website and directory profile setup
- Photo uploads and content creation
- Ongoing outreach and technical assistance

This model provides professional execution, creates local employment opportunities, and minimizes administrative demands on city staff.

E. Implementation Timeline

Phase Timeline Key Milestones

Phase 1 – Verification & Outreach Weeks 1–2 Align DatabaseUSA list with City license data and begin outreach, working with AVS Leads.

Phase 2 – Profile Setup Weeks 3–12 Build and publish verified business profiles.

Phase 3 – Marketing Launch Weeks 4–8 Initiate digital visibility campaigns, ChamberTalk features, and social promotion.

Phase 4 – Engagement & Reporting Weeks 12–15 Conduct workshops, track participation, and deliver first quarterly progress summary.

Within 90 days of launch, a majority of La Habra businesses within the program will have a fully activated, digitally visible, license-verified business community, supported by the Chamber’s regional marketing infrastructure and advocacy network.

F. Community Engagement & Workshops

To ensure local visibility and inclusion:

- The Chamber will host "Chamber 101" Workshops in La Habra, potentially at the La Habra Civic Center if the city wishes, providing small-business owners with guidance in marketing, digital tools, networking, and available city resources.
- City staff and Council Members will be invited to attend and participate, showcasing City support for the business community.
- A La Habra Business Mixer will be organized in coordination with City Council scheduling so the majority of officials can attend if desired. This event will celebrate the program's launch and demonstrate the city's leadership in business engagement.

G. City Recognition & Collaborative Partnership

The Chamber will ensure the City of La Habra receives prominent recognition across all Chamber materials and activities, including:

- Featuring the city's logo and acknowledgment on all related digital, print, and social media communications.
- Displaying a City of La Habra event banner as done for other municipal partners at all Chamber-hosted events throughout the year.
- Additionally, each City Council Member will be invited to appear individually on **ChamberTalk** the Chamber's regional *podcast and vlog cast* with professionally produced short-form reels reaching thousands of viewers across multiple digital platforms.
- Highlighting the city's leadership role in advancing business growth and regional collaboration.

The Chamber will also:

- Work with the city's Economic Development Department to identify ways to further support business attraction, retention, and workforce development.
- Assist the City Council, Mayor, or City Manager with introductions, community engagement, or event participation upon request, helping strengthen direct relationships between city leadership and the local business community.

This collaboration ensures La Habra is consistently recognized as a pro-business city and regional economic partner while the Chamber handles the operational, promotional, and administrative work that makes it all possible.

Business-Focused Value: Strengthening the Local Economy

6A. Member Support, Services & Digital Visibility Benefits

The North Orange County Chamber (N.O.C.C.) provides its members and through this partnership, all licensed La Habra businesses with a full suite of professional marketing, networking, and digital-visibility tools that drive measurable growth and long-term value.

Through our established regional platform, each business gains immediate access to a comprehensive online presence, promotional opportunities, and direct community connection without additional cost or administrative burden.

Enhanced Online Presence & Search Visibility

Every participating La Habra business will receive a verified, search-optimized business profile on NOCCChamber.com averaging 70,000 monthly visits including:

- Business logo and description (up to 1,600 characters) with five custom links to key pages.
- Photo gallery (up to eight images) and optional embedded YouTube video.
- Enhanced map pin and metadata for improved Google search ranking.
- Unlimited posting of jobs, deals, and events shared across our regional digital network of 91,000 followers and a total of 27,000 email contacts.

This immediately expands visibility, credibility, and discoverability across multiple search engines and social platforms equivalent to \$600 in annual directory hosting value, waived for members.

Regional Digital Audience Reach

Our Chamber's integrated digital ecosystem delivers unmatched regional exposure:

- 97.7 K average monthly social-media reach across Facebook and Instagram.
- 27 K LinkedIn impressions and 14 K annual engagements.
- 175 K YouTube impressions and 33.9 K views across the past year.
- 18 K annual podcast listens through Spotify, Apple Podcasts, and Amazon Music with 51 K total multiplatform views.

La Habra's small businesses will benefit directly from this professional-grade regional reach, positioning local enterprises alongside leading Orange County brands and partners.

Promotional & Marketing Support

- Inclusion in monthly email campaigns to 7,966 subscribers with a 40% average open rate and 15.7% click rate twice the industry average.
- Features in ChamberTalk podcast episodes, video shorts, and social posts showcasing local success stories.
- Highlight opportunities through event coverage, ribbon cuttings, and city business spotlights.
- The Chamber's **professional setup service (\$250 value)** which includes full profile creation, keyword integration, and metadata optimization for maximum search visibility is **included at no additional cost** as part of the City's partnership investment. This ensures every La Habra business receives a professionally built, search-optimized online presence designed to drive measurable engagement and visibility.

Networking & Business Development

- Members are invited and encouraged to participate in **Chamber-hosted events and business mixers**, both within La Habra and across the region/creating opportunities to connect with local leaders, vendors, and fellow business professionals.
- The Chamber hosts an expanding series of **complimentary workshops** designed to empower members with real-world business knowledge and tools for growth. Topics range from **financial literacy, wealth management, marketing, and advertising, to cybersecurity, personal development, and digital strategy**. Each session is led by industry professionals and provides actionable insights to help members strengthen operations, increase visibility, and achieve sustainable success.
- The Chamber regularly receives calls, emails, and direct messages from residents, organizations, and regional partners seeking trusted business referrals. In addition to these inquiries, members are encouraged to refer one another directly, fostering a culture of collaboration. Chamber staff actively serve as walking ambassadors and connectors within the business community, facilitating introductions, promoting member services, and helping build meaningful, long-term business relationships across the region.

Member Information Center & Mobile App Access

Each member has real-time access to the Member Information Center via our membership portal, allowing them to:

- Post unlimited events, deals, and job openings directly to the regional feed.
- Track analytics and membership visibility reports.
- Engage in member-to-member offers that auto-share on social media.
- Access resources, make payments, and connect through mobile devices anytime.

Advocacy & Community Representation

The Chamber serves as a trusted voice for local businesses representing members before city, county, and state leaders on policy, economic development, and workforce issues.

Participation ensures that La Habra's small-business community has a seat at the table in decisions that affect growth and opportunity.

Measured Return on Investment

Membership in the North Orange County Chamber is a results-driven business investment, not a donation.

Our members receive average digital visibility equivalent to \$1,200–\$2,000 per year in advertising value for a fraction of the cost, plus the benefit of regional advocacy and community influence.

When businesses connect through the North Orange County Chamber, they gain far more than membership, they gain momentum.

By leveraging our digital network, marketing infrastructure, and regional voice, La Habra's entrepreneurs become discoverable, respected, and resilient keeping commerce and community strong for years to come.

While increased business activity will naturally enhance the city's revenue, the true value of this partnership lies in what it delivers directly to La Habra's small businesses and community.

This initiative is designed to close the visibility and competitiveness gap that limits small-business growth, giving every local business the tools, credibility, and visibility it needs to thrive.

A. Addressing the Visibility Gap

Across the region, approximately 73% of small businesses lack a functioning website., and many others have such minimal online presence that they don't register as active URLs.

National data shows that 63% of U.S. consumers will not purchase from a business without an online presence. Often perceiving those businesses as less legitimate.

While social platforms are useful, studies show that a professional website or landing page delivers an **average of 10 -15% higher return on investment than social media alone.**

This program directly addresses that challenge by providing every La Habra business with a verified, search-optimized online profile through the Chamber's established digital infrastructure, improving discoverability and credibility immediately upon launch.

B. Demonstrated Results Real Data from Active Members

The Chamber's existing online platform already generates measurable exposure for participating members.

Recent data over a ten-month period illustrates typical visibility and engagement levels achieved by businesses of varying size and sector:

Business / Member Total Impressions (10 mo.) Member Page Views Category Searches Search Engine Traffic

Business Member	Total Impressions (10 Mths)	Page Views	Category Searches	Search Engine Traffic
Farmers & Merchants Bank	11,582	718	2,532	1068
Zombee Donuts	3,193	599	1,643	951
Retirement Pro	2,500	814	411	940

Each listing represents thousands of search results, customer impressions, and direct profile views, measurable digital visibility that many small businesses could not achieve independently.

Example: Zombee Donuts over 9 months

Metric	Annual Count	Conversion Rate	Estimated Leads	Avg Sale Value (\$)	Projected Revenue (\$)
Member Page Views	599	0.03	17.97	25	\$449.25
Category Search Result Displays	1643	0.04	65.72	25	\$1,643.00
Banner Ad Impressions	0	0.002	0	25	\$0.00
Other Search Result Displays	951	0.001	0.951	25	\$23.78
Total	3193		84.641		\$2,116.03

C. Economic Visibility Value

The Chamber’s online business directory and media network average over 70,000 monthly visits, excluding additional exposure generated through Google and partner search engines.

For comparison, most commercial business-directory or SEO marketing services charge between \$400 and \$1,200 per year for comparable exposure and analytics tools.

Through this partnership, every licensed La Habra business will receive equivalent or greater online visibility as part of the city's investment at no direct cost to the business owner.

Using standard regional online advertising benchmarks (~\$8 per 1,000 impressions), the combined online presence of La Habra’s 2,067 businesses is projected to generate 9–10 million annual impressions, representing an estimated \$75,000–\$100,000 in earned media value per year.

That equates to approximately \$40–\$200 per business, per month, in equivalent digital advertising exposure visibility that drives consumer engagement, vendor relationships, and long-term business growth across La Habra.

D. Making Businesses Easy to Find, Prefer, and Refer

Through verified directory listings, Google optimization, and the Chamber’s referral network, La Habra businesses become discoverable, credible, and preferred by both customers and city departments.

E. Saving Time and Strengthening Capacity

The Chamber provides the platform, marketing tools, and analytics, allowing small-business owners to focus on daily operations while still benefiting from professional exposure and measurable online visibility.

F. Building a Stronger Vendor Network

This program connects local businesses with one another, residents, and city procurement opportunities, creating a robust local vendor ecosystem that keeps contracting dollars circulating within La Habra.

G. Creating a Pathway for Professional Growth

Though Chamber 101 & Business orientated workshops, training, and one-on-one support help local business owners learn digital best practices, improve marketing effectiveness, and build lasting professional capacity.

H. Local Economic Impact

Every view, referral, and interaction generated through this platform represents real dollars staying within La Habra's economy supporting jobs, storefronts, and community programs.

When La Habra businesses are more visible and connected. The city's economy becomes stronger, more resilient, and self-sustaining.

Accountability, Reporting & Next Steps

The Chamber's approach is built on partnership, performance, and transparency, ensuring the City of La Habra receives measurable results and clear updates without unnecessary administrative burden.

A. Quarterly Reporting & Performance Metrics

Each quarter, the Chamber will provide concise KPI reports to city leadership, including:

- Number of businesses activated and online profiles completed.
- Levels of engagement and participation in promotions, workshops, and events.
- Visibility analytics website visits, directory searches, and referral activity.
- Business testimonials and success stories, highlighting local impact.
- Vendor and partner connections facilitated through the program.

These summaries demonstrate ongoing impact and visibility growth without requiring the city to manage or review internal chamber operations or financial statements.

B. Annual Program Review & Continuous Improvement

An annual review meeting with the City Manager's Office and Economic Development Department will assess:

- Overall program performance.
- Participant feedback and success examples.
- Opportunities to refine processes, outreach, and communication for the following year.

This structure keeps collaboration active, transparent, and data-driven, ensuring continuous improvement and strong alignment with the city's economic development objectives.

C. Long-Term Alignment & Value

This initiative is a business-services model, not a tax-revenue experiment.

It directly supports the city's established priorities:

- Sustain and increase city revenue
- Business retention and expansion
- Vendor and procurement engagement
- Licensing and compliance support
- Community and economic-development collaboration

While the program naturally generates measurable economic benefits, it is first and foremost an investment in La Habra's business infrastructure, delivering visibility, credibility, and connection at a scale that would typically cost five times the city's initial investment if purchased independently.

This results-focused partnership ensures accountability, scalability, and long-term value, strengthening both the city's business environment and its reputation as a pro-business community.

Conclusion

This proposal represents a professional, business-first growth strategy tailored for the City of La Habra and its small business community.

It is ready to implement, locally staffed, and field-tested, built on four years of development and two years of measurable outcomes across neighboring cities.

But while this program is modern in its design, it is anchored in more than 132 years of regional Chamber leadership, visibility and engrained relationships.

The North Orange County Chamber's heritage stretches back to the founding era of cities like Fullerton and Orange, built on a five-pillar structure of business leadership, advocacy, and community partnership that continues to define our region today.

This plan carries that legacy forward, combining innovation with experience to deliver measurable value to La Habra's business owners, enhance local economic resilience, and reinforce the city's reputation as a pro-business community.

When small businesses grow, La Habra grows.

When La Habra grows, North Orange County prospers.

Let's move forward together and keep building on the foundation that has sustained this region for more than a century.