

## Breanna Hurt

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**From:** Andrew Gregson <Andrew@nocchamber.com>  
**Sent:** Friday, March 27, 2026 9:36 AM  
**To:** Breanna Hurt  
**Cc:** Karla Vargas; Barbara Hernandez; janeth manjarrez; John Hong; Andrew Di Giovanna; Lauren Sweeney  
**Subject:** [EXTERNAL] Re: City of La Habra – Partnership Framework & Scope of Services

**Caution:** This email originated outside City of La Habra. Please do not reply, click links, or open attachments unless you were expecting this email.

Dear Mayor, Mayor Pro Tem, and City Council,

CC: Chamber Executive Committee

Thank you again for your continued engagement and for the opportunity to further clarify how the North Orange County Chamber can work alongside the City of La Habra.

Following our Board of Directors meeting held on Wednesday, March 25, I am pleased to confirm that our board is aligned in support of a structured partnership framework with the city that is both sustainable and designed to deliver meaningful impact.

At its core, this proposal is intended to support a shared objective: strengthening La Habra’s business environment, increasing visibility, and contributing to long-term economic vitality within the city.

### **Partnership Investment \$30,000 Annually**

This partnership is designed to extend the city's capacity by providing consistent business engagement, regional visibility, and connection into a broader economic network—without requiring the city to build that infrastructure internally.

### **Scope of Services**

#### **1. City Representation & Regional Integration**

- Inclusion of the City of La Habra within the Chamber’s regional framework
- Representation alongside the cities of Buena Park, Fullerton, La Palma, and Stanton
- Participation in regional initiatives, partnerships, and business-facing opportunities

### **Outcome:**

Enhanced positioning of La Habra within the broader North Orange County business ecosystem

#### **2. Citywide Business Visibility Infrastructure**

- Placement of La Habra businesses within the Chamber’s online eDirectory platform
- Capacity to include **up to approximately 1,000 small businesses** within the City
- Exposure through a system generating approximately 70,000 monthly views

- Establishment of a foundational digital presence for businesses within La Habra

**Clarification:**

This component provides visibility and access to the platform. Individual businesses may elect to further engage through Chamber membership to access expanded marketing, networking, and growth resources.

**Outcome:**

Increased discoverability, baseline visibility, and a scalable digital foundation for La Habra’s business community

**3. Business Engagement & Outreach Pipeline**

- Direct outreach to La Habra businesses to introduce available resources and opportunities
- Development of a consistent engagement pipeline connecting businesses to regional networks
- Facilitation of business-to-business connections and referrals

**Outcome:**

Stronger business participation, connectivity, and local economic activity

**4. City Promotion & Strategic Communication**

- Promotion of City initiatives, programs, and events through Chamber channels
- Opportunities to highlight City leadership, priorities, and economic initiatives through digital and media platforms

**Outcome:**

Improved visibility, communication, and perception of the City’s business environment

**5. Economic Development Support**

- Collaboration with City staff to support business attraction, retention, and engagement efforts
- Assistance guiding prospective businesses toward appropriate City channels
- Identification of external opportunities, partnerships, and applicable programs

**Outcome:**

Expanded business pipeline and stronger alignment between City objectives and business activity

**6. Business Engagement Opportunities & Events**

- Access to regional networking and business engagement opportunities
- Support and amplification of City-led initiatives and events to increase participation

**Outcome:**

Increased attendance, engagement, and relationship-building across the business community

**Partnership Alignment**

As part of this partnership, the following alignment is included:

- Recognition of the North Orange County Chamber as a regional partner working with the City of La Habra
- Inclusion of La Habra as one of the cities actively served within the Chamber’s regional framework

This ensures consistency, clarity, and alignment in how the city is represented and supported.

### **Context & Structure**

We understand there has been reference to existing participation levels with other cities.

Those arrangements are based on legacy agreements in which the local chambers of Buena Park, Fullerton, La Palma, and Stanton merged into the North Orange County Chamber. As part of that structure, existing memberships, infrastructure, and representation were incorporated into our organization.

The proposed framework for La Habra is distinct.

This partnership establishes:

- A structured business engagement model
- A scalable visibility and communication platform
- A pathway for ongoing participation by the business community

All designed to support sustainable economic growth within the City.

### **Closing**

We are already seeing meaningful organic engagement from La Habra businesses, which indicates a strong opportunity to build on that momentum through a structured and collaborative partnership.

We remain committed to working alongside the City to support its business community, strengthen its regional presence, and contribute to its continued success.

I would welcome the opportunity to discuss this further and answer any questions as you consider next steps.

Sincerely,

Andrew W. Gregson, MBA  
President & CEO  
North Orange County Chamber