



CITY COUNCIL AGENDA REPORT



DEPARTMENT: City Manager's Office

MEETING DATE: December 7, 2004

PREPARED BY: Richard Singer, Assistant to the City Manager
Public Information Officer

AGENDA LOCATION: I-2

TITLE: Agreement with Pasadena Entretec for \$20,000 in services and benefits related to economic development

OBJECTIVE: To approve an agreement for a variety of economic development services with Pasadena Entretec, a regional non-profit organization coordinating the attraction and retention of technology companies to local communities

BACKGROUND: For more than two decades the City of Monrovia has worked to attract and retain technology-based businesses to help diversify the community's economic base, provide growing sales and property tax dollars, supply well-paying jobs to local residents and bring to Monrovia a core of new, affluent employees who will frequent local businesses and buy homes here. The strategy has worked well, and Monrovia is now recognized as an important center of technology-based businesses in this region.

It is now more important than ever that Monrovia team with local communities, academic institutions and regional economic development organizations to create a critical mass of such high-tech, bio-tech and nano-tech firms here and in nearby cities. We have learned that continued attraction of such technology-based businesses depends in great part on the successful regionalization of these efforts.

Monrovia's sponsorship in the past two years of the Mt Sierra Tech- Design Expo and two Executive Forums, along with other related marketing efforts, has led directly to a new cooperative paradigm that has attracted interest and, in some cases, direct participation from the cities of Pasadena, Duarte and Claremont, as well as from the California Institute of Technology, the City of Hope and the Keck Graduate Institute. Participants in the forums – particularly the academic institutions – have urged cities to work more closely and cooperatively in this regard and to jointly establish a central clearing house to aid in siting and assisting both start-ups and relocations in the region.

Pasadena Entretec, a support organization for technology companies that also works to attract new firms to the area and retain those already here, has developed the expertise and tools necessary to act in that capacity. Over the past five years, through affiliation with Cal Tech, the City of Pasadena, large technology and engineering firms, developers, venture capitalists and

its 250-plus members, Entretec has established itself as an important regional resource for both the private and public sectors

For some time now, the City of Monrovia has had an informal relationship with Entretec, exploring ways in which the City and Entretec could benefit one another and the businesses they both serve. We have now reached an agreement with Entretec and its two largest supporters – the City of Pasadena and Cal Tech – to bring Monrovia into an Entretec partnership arrangement. The partnership will add a long list of Entretec services and benefits to our ongoing marketing efforts, including, but not limited to

- Convening and coordination of a City Summit in early 2005,
- Sponsorship of a regional DesignTECH Fest exposition in the spring of 2005 with a significant presence of Monrovia technology companies,
- Provision of CEO liaison and market intelligence to the City,
- Acting as a real estate clearing house and contact point for the City, with preferential referrals to research and development, lab and technology firms
- Holding at least one networking/workshop event in Monrovia in 2005 of interest to local companies
- Providing the City with a complete listing of technology companies in the 210/134 Corridor on an as-requested basis
- Assistance in developing, preparing and distributing marketing materials relative to Monrovia and its efforts to attract and retain technology businesses and making such materials available with Entretec new member packages, inquiry requests and at events
- Coordinating media tours of Monrovia, with at least one such tour in 2005
- City participation in Entretec Member Only events
- Promotion of the City as a City Consortium Partner in connection with major Entretec events, such as the Signature Event, Entrepreneurship Awards, etc
- Emailing of City event promotions to Entretec's 3,000-plus member list
- Provision of membership lists, including contacts, updated six times per year
- Verifiable business leads to companies considering expansion or relocation

ANALYSIS: This partnership with Entretec recognizes Monrovia as a regional center of technology, acknowledges the City's success in attracting and retaining these important businesses and puts us in the regional and national spotlight alongside Pasadena and Cal Tech as the core of a technology hub in Los Angeles County. It not only brings a wealth of new and needed services, benefits and information to our economic development efforts, but mitigates often counter-productive competition between Monrovia and Pasadena as we begin to work cooperatively to bring new businesses and new jobs to the region.

OPTIONS: The City Council may approve the Agreement for Services as presented, reject it, or direct Staff to renegotiate the agreement and bring it back to Council for further consideration.

FISCAL IMPACT: Cost of this partnership is \$20,000 annually. The agreement is for one year and continued participation will be evaluated before the term of the agreement expires. The

cost is favorably comparable to the cumulative event sponsorships and marketing efforts of the Monrovia Redevelopment Agency (MRA) on an annual basis for the past few years. Funds for this expenditure are available in the MRA budget.

RECOMMENDATION: Staff recommends that the City Council approve the Agreement.

COUNCIL ACTION REQUIRED: If the City Council concurs, the appropriate action would be a motion to approve an Agreement with Pasadena Entretec for \$20,000 in services and benefits related to economic development and authorize the Mayor and the City Clerk to execute the Agreement.

Richard Singer
Assistant to the City Manager, Public Information Officer

**AGREEMENT WITH PASADENA ENTRETEC
FOR SERVICES TO THE CITY OF MONROVIA**

THIS AGREEMENT is made and entered into this 7th day of December, 2004, for the term of twelve (12) months beginning January 1, 2005 and ending December 31, 2005, inclusively, by and between the CITY OF MONROVIA, a Municipal Corporation, hereinafter referred to as "City", and PASADENA ENTRETEC, a California Corporation, hereinafter referred to as "Entretec "

WHEREAS, pursuant to the provisions of Section 37110 of the Government Code, the City may spend certain monies for the purpose of promotion and economic development, and

WHEREAS, Entretec has special knowledge and experience together with available facilities and personnel for the provision of many and varied services and contacts related specifically to technology companies, service providers, non-profit and governmental groups, academia, venture capital funding organizations and individuals, both within Monrovia's boundaries and along the 210/134 Corridor, which entities are interesting in learning more about Monrovia and opportunities to locate businesses in the community, and

WHEREAS, the City is desirous of reaching and marketing to the various groups as specified above, to encourage and facilitate economic growth and business retention, with particular emphasis on technology firms, and

WHEREAS, Entretec is willing to undertake to provide the services hereinafter set forth on behalf of the City in the manner and for the purpose hereinafter provided,

NOW, FOR, AND IN CONSIDERATION of the mutual covenants, promises and agreements contained herein, the City and Entretec agree as follows

- 1 Entretec agrees to provide the following services and information to the City
 - A Convening and coordination of a City Summit in early 2005
 - B Partnering with the City to present a DesignTECH Fest exposition in the spring of 2005
 - C Providing CEO liaison and market intelligence to the City
 - D Acting as a real estate clearing house and contact point for the City, with preferential referrals to Research and Development, Lab and Technology firms
 - E Holding at least one networking/workshop event in Monrovia in 2005 of interest to local companies
 - F Providing the City with a complete listing of technology companies in the 210/134 Corridor on an "as requested" basis
 - G Assist in developing, preparing and distributing marketing materials relative to the City in its efforts to attract and retain technology businesses and making such materials available with Entretec new member packages, inquiry requests and at events

- H Coordinating media tours of Monrovia, with at least one such tour in 2005
- I City participation in Entretec Member Only events
- J Promotion of the City as a City Consortium Partner in connection with major Entretec events, such as the Signature Event, Entrepreneurship Awards, etc
- K Emailing of City event promotions to Entretec's 3,000-plus member list
- L Listing as a City Consortium Partner on Entretec's website and in promotional materials
- M Quarterly meetings with Entretec board members
- N Membership on the Advisory Committee of Entretec City Consortium Partners
- O Provision of membership lists, including contacts, updated six times per year
- P Six verifiable business leads to companies considering expansion or relocation
- Q Other services and benefits as may be mutually agreed upon by the City and Entretec

2 The City shall compensate Entretec for one year of such services as described above a sum of twenty-thousand dollars (\$20,000)

3 Entretec shall indemnify and hold harmless the City and its officers, officials, employees and volunteers from and against all claims, damages, losses and expenses including attorney fees arising out of the performance of the work described herein, caused in whole or in part by any negligent act or omission of the contractor, any subcontractor, anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable, except where caused by the active negligence, sole negligence, or willful misconduct of the City

4 This Agreement will be effective Dec 7, 2004, or as soon thereafter as it is approved by both parties, and is terminated Dec 31, 2005 This Agreement is the entire integrated agreement between the parties as to this subject matter, and no other promise, agreement, amendment or representation shall have any force and effect unless approved in writing by both parties

5 Notices under this Agreement shall be directed as follows

For Entretec Stephanie C Yanchinski, Executive Director
Pasadena Entretec
295 S Hill Ave
Pasadena CA 91106

For City Richard Singer, Asst to the City Manager and Public Information Officer
 City of Monrovia
 415 S Ivy Avenue
 Monrovia CA 91016

IN WITNESS HEREOF, the parties have executed this Agreement on the dates below written

CITY OF MONROVIA

DATED _____

BY _____
Rob Hammond, Mayor

ATTEST

Linda B Proctor, City Clerk

APPROVED AS TO FORM

Craig Steele, City Attorney

PASADENA ENTRETEC:

DATED _____

BY _____
Stephanie C Yanchunski, Executive Director