



## **City Council Memorandum**

To: Mayor Manier & City Council  
From: Jim Culotta, City Administrator  
Date: 4-2-18  
Re: Peoria Area Convention and Visitors Bureau Agreement

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### **EXECUTIVE SUMMARY**

The Peoria Area Convention and Visitors Bureau (PACVB) has proposed a new agreement for Council consideration. The most notable change deals with compensation. Historically, the city has given 1% of hotel/motel tax proceeds to the PACVB. In 2017, that amounted to approximately \$5,000. PACVB has proposed a \$15,000 fee or 1% of collected hotel/motel taxes, whichever is higher. The PACVB prefers the city cut a check upfront for \$15,000 and make an additional contribution for the difference if/when the 1% hotel/motel tax proceeds exceed \$15,000.

### **OTHER PROPOSED CHANGES**

There are two other noteworthy differences between the last and proposed agreements. PACVB has offered to provide 10 co-ops for city businesses that would reduce their PACVB membership fee by 50%. Currently, nine city businesses are PACVB members. PACVB would like the city to identify which 10 businesses would receive the co-op. One suggestion is to give the co-ops to the nine city members when their current membership expires and then hold a lottery for the 10th co-op opportunity. Another change to the agreement is the addition of one episode of Happy ½ Hour to promote an event/business of our choice. This is a relatively new show PACVB produces and airs on the Peoria Life Facebook page.

PACVB representatives will make a presentation at the April 2<sup>nd</sup> Council meeting.

### **ATTACHED**

1. Proposed 2018 PACVB Agreement
2. 2017 City/PACVB Agreement

**ORDINANCE NO. \_\_\_\_\_**

**Synopsis:** Adoption of this ordinance would approve an agreement with the Peoria Area Convention and Visitors Bureau regarding tourism development, promotion and recruitment services for a one-year period ending on December 31, 2018.

**AN ORDINANCE AUTHORIZING THE MAYOR AND CITY CLERK OF THE CITY OF  
WASHINGTON, TAZEWELL COUNTY, ILLINOIS, TO ENTER INTO AN  
INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF WASHINGTON  
AND PEORIA AREA CONVENTION AND VISITORS BUREAU**

**WHEREAS**, it is in the best interest of the residents of the City of Washington to enter into an Intergovernmental Agreement with the Peoria Area Convention and Visitors Bureau with regard to marketing the City of Washington; and

**WHEREAS**, said Agreement shall terminate automatically on December 31, 2018, without further action of either party.

**NOW, THEREFORE, BE IT ORDAINED BY THE CORPORATE AUTHORITIES OF  
THE CITY OF WASHINGTON, TAZEWELL COUNTY, ILLINOIS, as follows:**

**Section 1.** That the Intergovernmental Agreement between the City of Washington and the Peoria Area Convention and Visitors Bureau, a copy of which is attached hereto as Exhibit "A," and by reference expressly made a part hereof, be, and the same is hereby approved.

**Section 2.** That the Mayor and the City Clerk of the City of Washington be, and hereby are, authorized, empowered, and directed to enter into and execute said Intergovernmental Agreement on behalf of the City of Washington in substantially the form of the document attached hereto as Exhibit "A," and by reference expressly made a part hereof, and to make, execute, and deliver any and all documents necessary for the effectiveness thereof.

**Section 3.** That this ordinance shall be in full force and effect from and after its passage, approval, and publication as provided by law.

**Section 4.** That all ordinances or parts thereof in conflict herewith are hereby expressly repealed.

**PASSED AND APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_, 2018.

**AYES:** \_\_\_\_\_

**NAYS:** \_\_\_\_\_

\_\_\_\_\_  
Mayor

**ATTEST:**

\_\_\_\_\_  
City Clerk

**INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF WASHINGTON  
AND THE PEORIA AREA CONVENTION AND VISITORS BUREAU**

**THIS AGREEMENT** is made this \_\_\_\_\_ day of April 2018, by and between the City of Washington, Tazewell County, Illinois ("City"), and Peoria Area Convention and Visitors Bureau ("PACVB").

**RECITALS**

(1) Under Article VII, of Section 10, of the Illinois Constitution of 1970 and the home-rule authority of the City, the City is authorized to enter into this Intergovernmental Agreement; and

(2) The City enacted Ordinance No. 2804, which established an Additional Motel Tax of one percent (1%); and

(3) The passage of the Additional Motel Tax was to provide funding to PACVB so it will be better able to generate economic impact and expand tourism in the area; and

(4) The City has annually extended a previous agreement enacted under Ordinance No. 2820, effective March 30, 2009; and

(5) PACVB, in consultation with City staff, has presented to Washington an updated letter outlining its general plans, a copy of which is attached hereto and by reference expressly made a part hereof.

**NOW, THEREFORE**, it is agreed between the parties as follows:

- (A) The City will pay the PACVB as outlined in the attached letter.
- (B) PACVB shall perform the services outlined in the attached letter.
- (C) PACVB shall provide to the City a written report on a quarterly basis that addresses the items included in the attached letter.
- (D) The term of this Agreement is from January 1, 2018, through December 31, 2018.
- (E) This Agreement shall be effective upon its acceptance by the governing board of each party.
- (F) Before this Agreement may be amended, such amendment must be approved in writing by the governing board of each of the parties hereto.
- (G) If any provision of this Agreement is invalid for any reason, such invalidation shall not render invalid other provisions of this Agreement which can be given effect without the invalid provisions.
- (H) This Agreement shall be construed in accordance with the law and Constitution of the State of Illinois.

CITY OF WASHINGTON

By \_\_\_\_\_  
Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

PEORIA AREA CONVENTION AND  
VISITORS BUREAU

By \_\_\_\_\_  
President

ATTEST:

\_\_\_\_\_  
Secretary

## Peoria Area Convention and Visitors Bureau

### Washington & PACVB Partnership 2018

Throughout the years, the Peoria Area Convention and Visitors Bureau has evolved to meet the needs of our communities. While we still strive heavily to provide valuable leads to our businesses by means of meetings, conventions and sporting events, we have also developed a heavy marketing strategy to promote our areas as well. Below is a list of capabilities and ongoing projects of the PACVB. Through these, we aim to grow awareness of what makes our area unique and a valued place to visit.

We would like to thank the Washington City Council for your continued commitment to the increase of visitor awareness and sales campaigns. Your investment of 1% of the collected Washington hotel tax revenues or \$15,000, whichever is greater, will be used directly for expanding our tourism marketing efforts and we will be utilizing a variety of marketing and sales tools to do so, some of which include:

- Co-op for local businesses (10)  
Through this partnership, the City of Washington will be allowed up to 10 businesses to partner with the CVB at 50% of the regular partnership rate. Partners can be determined based on City of Washington direction.
- Promote Washington Events and businesses through email communications
- Provide Washington with 2 page spread in 2018/2019 Annual Experience Guide
- Attendance at trade shows. We will be able to attend more of these national business exhibitions that are either targeted toward the recruitment of sporting and convention events as the promotion of tourism and leisure writers.
- Provide Washington one dedicated "Tourin the Town" Video series per year. This is a two to three minute video that are promoted to the state tourism, local tourism and travel writers via email campaigns and social media
- Promote Washington events via radio, social media and calendar of events
- Provide Washington one episode on Happy ½ Hour-promoting event/business of choice
- Provide Washington the opportunity to participate in live television opportunities. The PACVB Marketing Team will communicate with Washington businesses and attractions schedule them for these shows.
- Provide Washington with a web ad on our Enjoy Peoria website-12 months
- Complete, at minimum, 4 monthly social media posts revolving around Washington.
- Continue to promote Washington on the Enjoy Illinois website
- Include Washington in digital and print promotion through media buys
- Marketing and servicing assistance with local events. This includes (but not limited to) social media marketing, live television appearances, email blast, information tables and hotel assistance if needed. Events to be determined (up to 4) by the City of Washington.

**INTERGOVERNMENTAL AGREEMENT BETWEEN THE CITY OF WASHINGTON  
AND THE PEORIA AREA CONVENTION AND VISITORS BUREAU**

**THIS AGREEMENT** is made this 6th day March of 2017, by and between the City of Washington, Tazewell County, Illinois ("City"), and Peoria Area Convention and Visitors Bureau ("PACVB").

**RECITALS**

(1) Under Article VII, of Section 10, of the Illinois Constitution of 1970 and the home-rule authority of the City, the City is authorized to enter into this Intergovernmental Agreement; and

(2) The City enacted Ordinance No. 2804, which established an Additional Motel Tax of one percent (1%); and

(3) The passage of the Additional Motel Tax was to provide funding to PACVB so it will be better able to generate economic impact and expand tourism in the area;

(4) The City has annually extended a previous agreement enacted under Ordinance No. 2820, effective March 30, 2009; and

(5) PACVB, in consultation with City staff, has presented to Washington an updated letter outlining its general plans in utilizing the motel tax monies, a copy of which is attached hereto and by reference expressly made a part hereof.

**NOW, THEREFORE,** it is agreed between the parties as follows:

(A) The City will pay quarterly to PACVB additional monies generated from the recently adopted one percent (1%) increase in the motel tax generated by the passage of City Ordinance No. 2804, effective January 1, 2009.

(B) PACVB shall perform the services outlined in the attached letter.

(C) PACVB shall provide to the City a written report on a quarterly basis, which report shall address the items included in the attached letter from PACVB to the City. The first report for the period of January 1, 2017, through March 31, 2017, shall be submitted to the City on or before May 1, 2017.

(D) The term of this Agreement is from January 1, 2017, through December 31, 2017.

(E) This Agreement shall be effective upon its acceptance by the governing board of each party.

(F) Before this Agreement may be amended, such amendment must be approved in writing by the governing board of each of the parties hereto.

(G) If any provision of this Agreement is invalid for any reason, such invalidation shall not render invalid other provisions of this Agreement which can be given effect without the invalid provisions.

(H) This Agreement shall be construed in accordance with the law and Constitution of the State of Illinois.

CITY OF WASHINGTON

By Mary W. Manier  
Mayor

ATTEST:

Patricia S. Brown  
City Clerk

PEORIA AREA CONVENTION AND  
VISITORS BUREAU

By [Signature]  
President

ATTEST:

[Signature]  
Secretary

## Peoria Area Convention and Visitors Bureau

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We would like to thank the Washington City Council for your continued commitment to the increase of visitor awareness and sales campaigns. Your investment will be used directly for expanding our tourism marketing efforts and we will be utilizing a variety of marketing and sales tools to do so, some of which include:

- Attendance at trade shows. We will be able to attend more of these national business exhibitions that are either targeted toward the recruitment of sporting and convention events, tour group operators as well as the promotion of tourism and leisure writers.
- Provide Washington two dedicated "Tourin the Town" Video series per year. These are two to three minute videos that are promoted to the state tourism, local tourism and travel writers via email campaigns and organic as well as paid social media.
- Create a content article inclusive of Washington through our digital agencies Content Marketing Campaign. This article will be promoted via paid media to a targeted demographic of potential travelers who show interest in what Washington has to offer.
- Provide Washington the opportunity to participate in live television opportunities. The PACVB Marketing Team will communicate with Washington businesses and attractions schedule them for these shows.
- Continue to sponsor Washington events, such as the Washington Day Banquet and the Mayor's Prayer Breakfast
- Provide Washington with a web ad on our Enjoy Peoria website
- Complete, at minimum, 4 monthly social media posts revolving around Washington.
- Continue to promote Washington on the Enjoy Illinois website
- Provide live radio mentions of upcoming Washington events.
- Marketing and Servicing assistance with local events. This includes (but not limited to) social media marketing, live television appearances, email blast, information tables and hotel assistance if needed. This would be for the following events:

- \*Tournament of Champions
- \*Good Neighbor Days
- \*Washington Marching Panther Invitational
- \*Washington Park District Lacrosse Tournament