

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, 2019. Among other things, the agreement provides for the payment of a share of the city's Hotel-Motel Tax Revenues to the Peoria Area Convention and Visitors Bureau.

**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 an additional motel tax; and

WHEREAS, said Agreement shall terminate automatically on December 31, 2019, 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 with regard to an additional motel tax, 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 That all ordinances or parts thereof in conflict herewith are hereby expressly repealed.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 _____, 2019.

AYES: _____

NAYS: _____

Mayor

ATTEST:

City Clerk

Peoria Area Convention and Visitors Bureau**Washington & PACVB Partnership 2019**

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 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 2019/2020 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 at least one dedicated video per year. Videos are promoted to the state tourism, local tourism, travel writers and others via email campaigns and social media
- Promote Washington businesses and events via radio, social media and calendar of events
- 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
- 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.