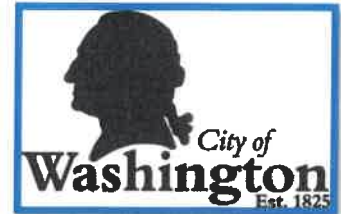


# Memorandum



TO: Mayor Manier and City Council  
FROM: Ray Forsythe, City Administrator *RPF*  
DATE: August 9, 2019  
SUBJECT: Greater Peoria EDC, Chamber of Commerce Agreement

The Greater Peoria EDC and Chamber of Commerce Agreements have been placed on the Committee of the Whole Meeting for August 12<sup>th</sup> As Business Items A. and B. I had previously sent the following information to the City Council which summarizes each entity. The same information is below. I have also included a table showing the historical funding by the City.

My recommendation stands in support of each entity. The City Council should make a recommendation on funding so that we can move forward. I will continue to work with Staff of the City and the Chamber, EDC and CVB in order to strengthen the relationships and benefits to the City of Washington.

*From email to the Mayor and City Council, dated August 5<sup>th</sup>.*

Mayor Manier and City Council,

As you know the City funds several local and regional organizations in our Annual Budget. This includes the Washington Chamber of Commerce (WCOC); the Greater Peoria Economic Development Council (GPEDC); and the Peoria Area Convention and Visitors Bureau (PACVB). Each entity provides a different function and I believe all are important local and regional partners for the City of Washington. A general summary of each is below as well as links to their websites. Each entity also has social media content such as Facebook, Twitter and Instagram. The City annually budgets funding for each entity. The 2019/2020 Budget allocations are as follows: Chamber: \$30,000 (General Fund); Economic Development Council: \$10,000 (General Fund); and the Convention and Visitors Bureau: \$15,000 which is funded largely through Hotel/Motel Tax. Each entity has representation from the City of Washington through staff, Mayor/City Council Member representation or a private citizen or business owner representation appointed by the Mayor. In addition, we receive written and in person updates periodically at Council Meetings. Each organization would also regularly attend City Council Meetings to update the Council if requested.

Here is a link to each website:

Washington Chamber of Commerce: <http://www.washingtonilcoc.com/>

Greater Peoria Economic Development Council: <https://www.greaterpeoriaedc.org/>

Peoria Area Convention & Visitors Bureau: <https://www.peoria.org/>

The **Chamber of Commerce** is the local entity that works with the local business community to strengthen, promote and expand economic development. The City has long partnered with the Chamber for both business connections as well as assistance with large community events. Over the years the work plan and agreement has evolved. This year's work plan has been streamlined to include the functions that I believe are the most important to the Administration and City Council. I have met with as many business leaders as I could and sought feedback on their needs. In addition, Alderman Black assisted as the liaison to the City Council in drafting the revised agreement. The current request is for \$30,000 paid out monthly. Myself and Jon Oliphant, Planning and Development Director will meet monthly with the Chamber Director and/or other Staff and Board Members to ensure that the City's needs are being met. In addition, I would like to have a steering committee made up of two Council Members, two Chamber Board Members and staff. This group would meet quarterly to ensure that the work agreement is being implemented as both entities believe it should be. Monthly updates at Council and Quarterly written updates would be developed from these meetings. My goal this year is to strengthen the relationship with the Chamber of Commerce Board of Directors who Staff and I feel are a valid partner to the City.

Here is a link to the Washington Courier which recently had an article about the Washington Chamber of Commerce. It is a good summary of their work. [https://www.courierpapers.com/eedition/page\\_26a9f110-e4b1-5828-bc54-242b744efd8e.html](https://www.courierpapers.com/eedition/page_26a9f110-e4b1-5828-bc54-242b744efd8e.html)

The **Greater Peoria Economic Development Council** is our regional partner in economic development, talent development and focuses on new non retail business/employers, retention of existing companies and workforce development. The City of Washington benefits by having an advocate to market available properties, the City as a place for employees to live and the benefits of our strong education opportunities which helps strengthen the work force. Every successful regional project has a potential benefit to Washington through direct job creation, retention and most evident by being the choice for employees to live. Because Washington is a desirable place to live, many executives choose Washington to purchase a home. The next few years will be important for our relationship as the planned improvements to Freedom Parkway, Business 24 and Washington 223 will provide new opportunities for job creation and expand the City's options for light industry which have been limited in the past due to lack of available sites. I believe this is a very valuable partnership for the City as the City benefits from a thriving regional economy and the EDC has been successful in non-retail job creation, retention and promoting the quality of the workforce and residential opportunities. Keep in mind also that manufacturing and other non-retail job creation has a spin off effect which does create retail and other commercial job growth.

**The Peoria Area Convention and Visitors Bureau (PACVB):** works hand in hand with communities in an eight-county service area to create economic growth through sales and marketing efforts to bring more sporting events, meetings and conventions and the leisure tourist to our area. I think of the CVB as enhancing and marketing the Quality of Life for the region. They focus on bringing tourism; commerce through sporting events, business meetings/conventions, live entertainment events as well as providing information to individual travelers who are looking for day trips, vacations and many who are looking to relocate to the area. Again, Washington benefits because they drive shoppers, hotel guests, residents and potential business owners. The City is represented on the Board by the Mayor's Appointment of Sherril West. I have had the opportunity to meet with Sherril who has long been a Board

Member and strong advocate for Washington. I believe this is an important partnership for the City and as we continue to develop retail, restaurant and hospitality options in Washington, we will continue to see increased benefits. Five Points, the City's hotels, catering businesses, restaurants and retail outlets directly benefit from the work of the CVB and the City indirectly through increased property, sales and other taxes generated.

Please contact Jon or myself if you have questions or would like further information. We have a direct contact from each entity who would gladly answer any questions.

Historical Funding to the Chamber:

### Chamber of Commerce Funding

	<u>Tourism/Econ. Dev.</u>	<u>Fireworks</u>	<u>Special Services</u>	<u>Total</u>
2000	27,480	5,000	-	32,480
2001	28,560	5,000	-	33,560
2002	29,640	5,000	-	34,640
2002	25,400	-	-	25,400
2003	25,400	-	-	25,400
2204	25,400	-	-	25,400
2005	25,400	-	-	25,400
2006	25,400	-	-	25,400
2007	25,400	-	8,795	34,195
2008	25,400	-	5,000	30,400
2009	25,400	-	-	25,400
2010	25,400	-	-	25,400
2011	25,400	-	-	25,400
2012	25,400	-	-	25,400
2013	25,400	-	-	25,400
2014	25,400	-	-	25,400
2015	25,400	-	-	25,400
2016	25,400	-	-	25,400
2017	25,400	-	-	25,400
2018	25,400	-	-	25,400
2019	30,000	-	-	30,000