

Memorandum



TO: Mayor Manier and City Council
FROM: Ray Forsythe, City Administrator *RFF*
DATE: August 1, 2019
SUBJECT: Annual Work Agreement and Funding, Washington Chamber of Commerce

The Chamber of Commerce Board of Directors have approved a revised Work Agreement and Funding Request at their Board Meeting August 1, 2019. The revised agreement was drafted by Chevie Kriete, Chamber Director, with input from Jon Oliphant, Planning & Development Director, Ray Forsythe, City Administrator, and Randall Black, Ward IV Councilman. Input was sought from business owners and City Council Members and staff and incorporated into the Agreement which is on the August 5th City Council Agenda as a Second Reading Ordinance.

This refocused agreement should better reflect the desires of both the City and the Chamber. There is language in the agreement which provides for monthly meetings with City and Chamber Staff. In addition, I have proposed that a committee made up of two City Council Members and 2 Chamber Board Members meet at least quarterly to discuss the agreement and progress with the identified tasks.

The Funding Request is for \$30,000, which is the same as 2018/2019 and in the approved City Budget. The City makes monthly payments to the Chamber and the agreement will cover May 1, 2019 – April 30, 2020.

I recommend approval of this revised agreement as I believe the Chamber of Commerce provides an important service to the businesses, residents and visitors to the City. This agreement provides for a comprehensive work plan and a mechanism to ensure the needs of the City and Business Community are being met. Myself, Jon Oliphant and two Council Members will continue to work with the Chamber staff and Board of Directors to monitor the Work Agreement. The Chamber will continue to give monthly reports to the City Council and quarterly written reports.

ORDINANCE NO. _____

Synopsis: The following ordinance will approve an agreement between the City of Washington, IL and the Washington Chamber of Commerce regarding tourism and economic development services for a one-year period ending on April 30, 2020. Among other things, the agreement provides for the payment of \$30,000 to the Washington Chamber of Commerce for services rendered.

**AN ORDINANCE AUTHORIZING THE MAYOR AND CITY CLERK
OF THE CITY OF WASHINGTON, TAZEWELL COUNTY, ILLINOIS, TO
ENTER INTO AN AGREEMENT BETWEEN THE CITY OF WASHINGTON
AND THE WASHINGTON CHAMBER OF COMMERCE FOR THE
PROVISION OF TOURISM AND ECONOMIC DEVELOPMENT SERVICES**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF WASHINGTON,
TAZEWELL COUNTY, ILLINOIS, as follows:**

Section 1. That the agreement between the City of Washington and the Washington Chamber of Commerce for the provision of tourism and economic development services, a copy of which is attached hereto as Exhibit 1, 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, pursuant to the City's home rule powers, to enter into and execute said Agreement on behalf of the City of Washington in substantially the form of the document attached hereto as Exhibit 1, 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

Washington Chamber of Commerce Annual Work Agreement with The City of Washington, IL

May 1, 2019-April 30, 2020

“Working Together to Build a Better Washington”



WASHINGTON
CHAMBER OF COMMERCE



**Washington Chamber of Commerce
105 S. Spruce Street
Washington, IL 61571**

**phone: (309) 444-9921
E-mail: info@washingtoncoc.com
Mailing: P.O. Box 262**

The Washington Chamber of Commerce (WCOC) looks to continue to have a strong relationship with the City of Washington (the City). The WCOC will develop, implement and maintain programs and activities designed to promote and expand economic development in and around the City of Washington. Through business retention, addressing the general business climate and retail marketing campaigns. In return, the Chamber will be provided compensation, in the amount of \$30,000.00, for the proposed services from the City of Washington. This contract will be evaluated yearly (February timeframe) at a City of Washington Council meeting in order to ensure goals are being met and funding is adequate.

If the City has any questions about this agreement, please contact Chevie Kriete, Director at (309) 444-9921 or chevie@washingtoncoc.com.

The framework of this agreement involves comprehensive, local work in all of the following areas: organization, promotion, design and economic restructuring. General functions include:

- Business development, retention and growth
- Encourage cooperation and building leadership in the business community
- Promote Washington as an exciting place to live, dine, shop and invest
- Improve communication and processes between the City and businesses
- Coordinate business to business promotion and coordination
- Business strategy to work with SCORE Peoria (Service Corps of Retired Executives) and the Small Business Development Center
- Provide advertising and promotional opportunities for membership both included in membership and as a part of the co-op advertising program
- Regular social media posts promoting Washington chamber member businesses and City of Washington news and events (3-5 times per week)
- Support council initiatives, as a chamber when they improve the business community and development
- Support a regional approach including collaboration with the Peoria Area Convention and Visitors Bureau and Greater Peoria Economic Development Council
- Represent Washington in the Shop Local 365 campaign as well as other regional initiatives
- Plan, execute and coordinate the City's annual festival, Washington Good Neighbor Days, while working with local businesses and organizations to promote Washington through the event
- Seasonal enhancement of the Welcome to Washington signs and planters around the square in Washington
- Attend City Council Meetings, as schedules allow, to update monthly on tasks. Updates should cover local business growth plans, when available, an update on chamber activity, local business concerns and how the chamber is working to retain and develop the businesses in Washington as information is available.
- Quarterly progress reports provided in writing. These should include updates on current number of members, reports on business retention and business development plans and how they are being executed, as well as business growth initiatives, how the chamber is planning on helping our business community to grow and any feedback that the chamber has received from the business community.
- The Chamber Director (or a chamber representative if unavailable), City Administrator and/or Planning and Development Director will meet monthly and review activities and work plan in order to ensure that the objectives of the city are being met and to prepare the monthly council update. The Chamber Board meeting can serve as this meeting.

The Washington Chamber of Commerce serves the business community in Washington. We are a member organization and a portion of our budget comes from membership dues. Attached are services that are provided to our members as a service of their chamber membership, exclusive of the City-Chamber Agreement.



WASHINGTON
CHAMBER OF COMMERCE

Membership Packages

Basic Membership Level



The Washington Chamber of Commerce is committed to being an advocate for business, to promote business alliances, to provide valuable benefits and services to our members and to be a leader for economic development efforts in Washington, Illinois. Our goal is to create business partnerships and opportunities that allow the Washington Business Community to thrive and succeed.

Benefits of Basic Membership Level

- Business name listed on website
 - 1 business location listed on website
 - 1 category
- Business referrals
- Access to Chamber's al-a-carte menu of services
- Credibility
- Digital Chamber Badge

*Business must be located in the 61571 zip code in order to take advantage of this membership level

For more information on the Washington Chamber of Commerce, including additional Membership Packages, contact:

Washington
Chamber of Commerce
114 Washington Square
Washington, IL 61571
309.444.9921
info@washingtoncoc.com

Membership Value and Investment

Package	Value	Investment
Basic		FREE



WASHINGTON
CHAMBER OF COMMERCE

Membership Packages

1-Star Membership Level



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Benefits of 1-Star Membership Level

- Become our partner in business
- Subscription to chamber's weekly e-blast (Monday Member's Only E-blast)
- Business referrals
- Sponsorship Opportunities
- Access to Chamber's al-a-carte menu of services
- Credibility
- Digital Chamber Badge
- Interactive listing on website
 - 1 business location listed on website
 - Up to 3 categories
 - Listing links to your website
- Publish your news in our monthly Member Memos
- Washington Chamber of Commerce Partnership Plaque
- Door decal with current year's date
- Plaque Presentations and Ribbon Cutting Ceremonies to mark major business anniversaries
- Access to Chamber's website, through member's only log-in
- Participate in Chamber Committees
- Special Pricing on Chamber Events

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Washington
Chamber of Commerce
114 Washington Square
Washington, IL 61571
309.444.9921
info@washingtoncoc.com

Membership Value and Investment

Package	Value	Investment
1 Star	\$775.00	\$250.00



WASHINGTON
CHAMBER OF COMMERCE

Membership Packages

Al-A-Carte Menu

Chamber Benefit	Value	Basic Member	1 Star Member	2 Star Member	3 Star Member	4 Star Member	5 Star Member
Online Membership Directory	\$250.00/ Interactive Listing	Basic Listing 1 Location 1 Category	Interactive 1 Location 3 Categories	Interactive 2 Locations 3 Categories	Interactive 3 Locations 5 Categories	Interactive 5 Locations 5 Categories	Interactive Unlimited
Subscription to Chamber's e-blast	\$25.00/year	X	X	X	X	X	X
Business Referrals		X	X	X	X	X	X
Sponsorship Opportunities	\$250 and up	X	X	X	X	X	X
Access to Al-A-Carte Menu		X	X	X	X	X	X
Credibility		X	X	X	X	X	X
Digital Chamber Badge	\$10.00	X	X	X	X	X	X
Publish Your News	\$15.00/item		X	X	X	X	X
Partnership Plaque	\$20.00		X	X	X	X	X
Door Decal	\$10.00		X	X	X	X	X
Ribbon Cuttings	\$200.00		X	X	X	X	X
Access to Member's Only Section			X	X	X	X	X
Serve on Chamber committees			X	X	X	X	X
Special Pricing on Chamber Events	Savings Varies		X	X	X	X	X
Chamber Bucks Program	\$50.00	\$50.00	\$25.00	X	X	X	X
Co-Op Advertising Opportunities	Savings Varies			X	X	X	X
Ads in Chamber Connections	\$15.00			2 Included	4 Included	6 Included	10 Included
Business of the Week Opportunity	\$20.00/week			X	X	X	X
Online Job Postings	\$50.00			X	X	X	X
Non-Profit Member Supporter	\$250.00				X	X	X
Sponsorship Credit	\$0-\$1,000				\$250.00	\$500.00	\$1,000.00
Logo on Monthly Newsletter	\$500/year				X	X	X
Logo on Website	\$100/year				X	X	X
Invite to Breakfast with President					X	X	X
Individual Chamber E-blast	\$100.00				1 Included	2 Included	5 Included
Personal Account Representative						X	X
WCOC Name Tag	\$20.00					X	X
Relocation Assistance							X
Permanent Logo on Home Page	\$250						X