



CITY OF WASHINGTON, ILLINOIS
City Council Agenda Communication

Meeting Date: March 15, 2021

Prepared By: Ray Forsythe, City Administrator; Jon Oliphant, Planning & Development Director

Agenda Item: Washington Chamber of Commerce Annual Work Agreement with the City of Washington

Explanation: The **Chamber of Commerce** is the 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 community events. Over the years the work plan and agreement have evolved. Like last year, this year's work plan has been streamlined to include the functions that we believe are the most important to the Administration and City Council. Councilman Brownfield, Jon and I have met with the Chamber Director, current Chamber President and another Board Member to work thorough this year's Agreement.

The request again is for \$30,000 paid out monthly. A change to the Agreement this year includes a general breakdown of where the City's membership dollars are spent.

Promote Washington/Marketing	\$10,000
Primarily used for radio, with coordinating video for social media. TV advertising is added when rates and budget allow.	
Planning, executing and Coordinating the City's Annual Events	\$18,000
Including, Mayor's Prayer Breakfast, Washington Day Banquet, Meet the Candidates, Small Business Saturday and Good Neighbor Day's.	
Administrative Expenses/Other	\$ 2,000

Fiscal Impact: \$30,000 from Account 100-005-510-9000.

Recommendation: This item was included in the Planning & Development Budget Review. The City Administrator and Planning & Development Recommend approval.

Action Requested: Approval of the May 1, 2021 – April 30, 2022 Washington Chamber of Commerce Annual Work Agreement with the City of Washington.

Attachment: Washington Chamber of Commerce Annual Work Agreement with the City of Washington

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, 2022. 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 _____, 2021.

AYES: _____

NAYS: _____

Mayor

ATTEST:

City Clerk

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

May 1, 2021-April 30, 2022

“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. If the City has any questions about this agreement, please contact Chevie Kriete, Director at (309) 444-9921 or chevie@washingtongoc.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 work with SCORE Peoria 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
- Attend City Council Meetings, as schedules allow, to update monthly on tasks
- Quarterly progress reports provided in writing
- The Chamber Director (or a chamber representative if unavailable), City Administrator and/or Planning and Development Director will meet regularly and review activities and work plan in order to ensure that the objectives of the city are being met.

The Funding from the City will be utilized to carry out the functions listed above with a general break down as follows:

Promote Washington/Marketing	\$10,000
Primarily used for radio, with coordinating video for social media. TV advertising is added when rates and budget allow.	
Planning, executing and Coordinating the City's Annual Events	\$18,000
Including, Mayor's Prayer Breakfast, Washington Day Banquet, Meet the Candidates, Small Business Saturday and Good Neighbor Day's:	
Administrative Expenses/Other	\$2,000
Total	\$30,000

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. Also included are two of the levels of membership along with the benefits included at that level. There are a total of six levels of membership, each with their own unique benefits. More information on the levels can be provided upon request.



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
<i>Basic</i>		<i>FREE</i>



Membership Packages

1-Star 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 1-Star Membership Level

- Become our partner in business
- Subscription to chamber's weekly e-blast (Monday Members Only e-blast)
- Business referrals
- Sponsorship Opportunities
- Access to Chamber's al-a-carte menu of services
- Credibility
- Digital Chamber Badge
- Free attendance at monthly Business Before Hours and Business After Hours
- 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
- Interactive listing on website
 - 1 business location listed on website
 - Up to 3 categories
 - Listing links to your website
- Two free ads in weekly WCOC Connections
- Discounted Social Media through Big Picture
- One time special price ad thru PJS

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@washingtongoc.com

Membership Value and Investment

Package	Value	Investment
1 Star	\$775.00	\$250.00