



## CITY OF WASHINGTON, ILLINOIS

### City Council Agenda Communication

**Meeting Date:** July 18, 2022

**Prepared By:** Jim Snider, 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 assist 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 core functions that we believe are the most important to the staff and City Council.

Attached is a resolution and the draft annual Chamber work agreement with the City for the period of May 1, 2022-April 30, 2023. The request again is for \$30,000 to be paid in monthly installments. A general breakdown of where the City's membership contribution is spent is as follows:

<b>Promote/Market Washington</b>	<b>\$10,000</b>
Primarily used for radio and coordinating video for social media. Television advertising is added when rates and budget allow.	
<b>Planning, Executing, and Coordinating City's Annual Events</b>	<b>\$18,000</b>
Includes Mayor's Prayer Breakfast, Washington Day Banquet, Meet the Candidates, Small Business Saturday, and Good Neighbor Days	
<b>Administrative Expenses/Other</b>	<b>\$2,000</b>

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

**Recommendation:** This item is included in the Planning & Development FY 22-23 budget. Staff recommends approval.

**Action Requested:** Approval of the May 1, 2022-April 30, 2023, Chamber Annual Work Agreement with the City of Washington. A resolution is scheduled for approval at the July 18 City Council meeting.

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



**RESOLUTION NO. \_\_\_\_\_**

Synopsis: The following resolution 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, 2023. Among other things, the agreement provides for the payment of \$30,000 to the Washington Chamber of Commerce for services rendered.

**A RESOLUTION AUTHORIZING THE MAYOR AND CITY CLERK OF THE CITY  
OF WASHINGTON, TAZEWEILL 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**

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY  
COUNCIL OF THE CITY OF WASHINGTON,  
TAZEWEILL 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 resolution shall be in full force and effect from and after its passage, approval, and publication as provided by law.

PASSED AND APPROVED this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

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

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

\_\_\_\_\_  
Mayor

ATTEST:

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

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

**May 1, 2022-April 30, 2023**

**"Thriving Business Leading a Healthy Community"**



**WASHINGTON**  
CHAMBER OF COMMERCE



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

**phone: (309) 444-9921  
E-mail: [info@washingtoncoc.com](mailto: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@washingtoncoc.com](mailto: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 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
- 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:

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

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.



**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**

### Membership Value and Investment

Package	Value	Investment
<i>Basic</i>		<i>FREE</i>

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

Washington  
Chamber of Commerce  
105 S. Spruce Street  
Washington, IL 61571  
309.444.9921  
[info@washingtoncoc.com](mailto:info@washingtoncoc.com)



# 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

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Washington  
Chamber of Commerce  
105 S. Spruce Street  
Washington, IL 61571  
309.444.9921  
info@washingtoncoc.com

### Membership Value and Investment

Package	Value	Investment
1 Star	\$775.00	\$250.00