



## CITY OF WASHINGTON, ILLINOIS

### City Council Agenda Communication

**Meeting Date:** April 7, 2025

**Prepared By:** Jon Oliphant, Planning & Development Director

**Agenda Item:** Resolution – Washington Chamber of Commerce Work Agreement/Bicentennial Financial Request

**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 assisting with community events. The most recent work plans were streamlined to include the core functions that are believed to be the most important to the staff and City Council.

Attached is the proposed two-year Chamber work agreement with the City for the period of May 2025 through April 2027 that was presented at the March 17 Council meeting. The current agreement is in effect until April 30, 2025. Also attached is a summary of the Chamber's 2025 event information and sponsorship opportunities.

**Fiscal Impact:** The current agreement pays the Chamber \$35,000 in the second year for its services. The request is for \$35,000 each for FY 25-26 and FY 26-27. The draft FY 25-26 budget has \$35,000 included and the FY 26-27 budget will be set according to feedback from the Council on the draft agreement. A breakdown of the City's membership contribution is proposed to be spent as follows for each year:

<b>Promote/Market Washington</b>	<b>\$12,000</b>
----------------------------------	-----------------

Primarily used for radio with 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>\$20,000</b>
---	-----------------

Includes Rock the Field, Community Prayer Breakfast, Washington Meet and Mingle, Meet the Candidates, Small Business Saturday, and Good Neighbor Days

<b>Administrative Expenses/Other</b>	<b>\$3,000</b>
--------------------------------------	----------------

Additionally, attached is a funding request of \$10,000 to help cover the costs of event planning, production, marketing, and logistics associated with the Chamber's role with assisting with the Bicentennial Celebration during FY 25-26 that was also proposed at the March 17 meeting. The request would be used to cover expenses specific to permits and rentals, promotional materials, performers and entertainers, and logistics. It will peak with events during the period of August 14-23. Among the events included is a community parade, concerts, historical exhibition, and other community events.

**Action Requested:** Staff recommends approval of the agreement and the reimbursement for the Bicentennial Celebration expenses. The Chamber is a vital ally for businesses in the community. Funds will be made available in the Tourism/ED budget to handle the \$10,000 Bicentennial financial request.

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

(Synopsis: The following resolution will approve an agreement between the City of Washington and the Washington Chamber of Commerce regarding business promotion, tourism, and economic development services for a two-year period ending on April 30, 2027. Among other things, the agreement provides for the payment of \$35,000 to the Washington Chamber of Commerce in FY 25-26 and FY 26-27 as well as up to \$10,000 during FY 25-26 as reimbursement for expenses associated with the Chamber's involvement with the planning and coordination of the Washington Bicentennial Celebration.)

**A RESOLUTION 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 BUSINESS PROMOTION, TOURISM, AND ECONOMIC DEVELOPMENT SERVICES**

**NOW, THEREFORE, BE IT RESOLVED 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 business promotion, tourism, and economic development services for FY 25-26 and FY 26-27, 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 City of Washington would reimburse the Washington Chamber of Commerce up to \$10,000 during FY 25-26 for expenses associated with the Chamber's involvement with the planning and coordination of the Washington Bicentennial Celebration. The funds would reimburse expenses incurred related to event permits and rentals, promotional materials, performers and entertainers, and logistics.

**Section 3.** 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 4.** 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 \_\_\_\_\_, 2025.

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

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

\_\_\_\_\_  
Mayor

ATTEST:

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



# **WORK AGREEMENT**

**CITY OF WASHINGTON AND  
WASHINGTON CHAMBER OF COMMERCE**

**May 2025-April 2027**

**Thriving Businesses Leading  
a Healthy Community**

**Washington Chamber of Commerce  
105 S. Spruce Street  
Washington, IL 6157  
(309) 444-9921  
[info@washingtoncoc.com](mailto:info@washingtoncoc.com)**

The Washington Chamber of Commerce (WCOC) looks to continue to strengthen the 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 \$35,000, for the proposed services from the City of Washington. If the City has any questions about this agreement, please contact Chevie Kriete, Director of the Washington Chamber of Commerce at [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 processes between the City and Washington businesses
- Coordinate business to business promotion
- 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 co-op advertising programs
- Regular social media posts promoting WCOC member businesses and the City news and events (3-5 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 regional initiatives
- Plan, execute and coordinate the City's Annual Festival
- Attend City Council Meetings, as necessary and schedules allow
- The Chamber Director, City Administrator and/or Planning and Development Director will communicate regularly and meet as necessary to review activities in order to ensure 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 -, \$12,000/2025-2026/2026-2027**

Primarily used for radio with coordinating video for social media, television advertising is added when rates and budget allow

**Planning, Executing, & Coordinating Events - \$20,000/2025-2026/2026-2027**

Including Rock the Field, Community Prayer Breakfast, Washington Meet and Mingle, Meet the Candidates, Small Business Saturday and Good Neighbor Days

**Administrative Expenses/Other - \$3,000/2025-2026/2026-2027**

**Total - \$35,000/2025-2026/2026-2027**

The Washington Chamber of Commerce serves the business community in Washington. We are a member based organization and a portion of our dues comes from membership fees. We are currently unveiling new benefits packages and membership investments to our membership. There are a total of six different options for businesses to invest in the Washington Chamber each with specific benefits. For more information on our new levels can be provided upon request. We have a three year plan to roll out this new investment menu to our current members.

**Optional Additional Investment To Partner with “Greater Peoria 2030”**

**Minimum Additional \$2,000/year**

The Greater Peoria 2030 campaign's purpose is to promote the diverse, creative, and population-driving revitalization efforts of the Greater Peoria area – attracting new residents, increasing the region's workforce talent, and prospering the Greater Peoria area. This presentation will further explain campaign goals, performance measurements and our approach to attracting newcomers to Greater Peoria. Following the Big Table model, we are reaching out to regional chambers and partners in hopes that they would be involved with and support the effort. The Talent Attraction effort originated with the GPEDC, the CEO Council and Peoria Area Chamber of Commerce and the Peoria Area Convention & Visitors Bureau with the goal of growing the region's population by 2030 through a marketing, welcome wagon and incentive program.



WASHINGTON  
CHAMBER OF COMMERCE

**Collectively  
accomplishing what  
we can't do  
individually.**



# 2025 EVENT INFORMATION & SPONSORSHIP OPPORTUNITIES

# Benefits of Chamber Event Sponsorship

Running a business today comes with unique challenges—whether you're a small or large operation, you're likely juggling more than ever. Sponsoring a Washington Chamber of Commerce event can take something off your plate, giving you a partner in your business journey. Here's how Chamber sponsorship helps you do more with less time and effort:

- **Targeted Exposure:** Reach local decision-makers and potential clients effectively.
- **Building Relationships:** Create meaningful connections with other businesses for future collaborations.
- **Community Presence:** Enhance your brand image by demonstrating commitment to local success.
- **Expanded Marketing Reach:** Increase visibility through event marketing without extra effort.
- **Trusted Partnership:** Access support and resources from the Chamber to ease your workload.

**Chamber sponsorship allows you to focus on growing your business while gaining a supportive partner!**

# 2025 Event Schedule

---

## **First Quarter:**

January 24th - February 8th: Washington Winter Walkabout  
March 12th: Speed Networking

## **Second Quarter:**

April 3rd: Meet & Mingle  
May 28th - June 1st: Good Neighbor Days Carnival

## **Third Quarter:**

August 15th - 16th: Rock the Field  
September 8th: Golf4Local

## **Fourth Quarter**

October TBD: Lunch & Learn  
October 14th: Community Showcase  
October 25th: Trick or Treat in the Park  
November 20th: Community Prayer Breakfast  
November 29th: Small Business Saturday

While it is our intention to present these dates as accurately as possible, please note that event dates are subject to change. If there is a deviation from this schedule, Chamber Members will be notified as quickly as possible.



# Selecting Your Sponsorships

We invite you to use this page as a tool for selecting the best sponsorships for your business. You can bring this page to the Chamber Office, or call/email us with your selections. Sponsorships are assigned on a first-come-first-served basis **after right of refusal**. You may select your sponsorships at any time, but we ask that your payment is made prior to the sponsorship deadline of your selected event. Please remember, to remain a member in good standing, businesses who commit to a sponsorship level are required to follow through on financial obligations.

## **Washington Winter Walkabout (Jan 24-Feb 8)**

- Sponsor & Participating Business \$50
- Sponsor Only \$50
- Participating Business Only, No Charge

## **Speed Networking (Mar 12)**

- Presenting Sponsor \$100
- Supporting Sponsor \$50

## **Meet & Mingle (Apr 3)**

- Platinum Sponsor \$1,250
- Gold Sponsor \$750
- Silver Sponsor \$350

## **Festival Sponsorship - Good Neighbor Days (May 28-June 1) & Rock the Field (Aug 15-16)**

- \*Higher Levels Available Upon Request
- Platinum Sponsor \$1,750
- Silver Sponsor \$1,000
- Supporting Sponsor: \$500
- Individual Event: \$250

## **Golf4Local (Sep 8)**

- Presenting Sponsor \$1,250
- Hospitality Sponsor \$500
- Hole Sponsor \$250
- Tee Sponsor \$100

## **Lunch & Learn (Oct TBD)**

- Presenting Sponsor \$100
- Event Sponsor \$50

## **Community Showcase (Oct 14)**

- Presenting Sponsor \$1,000
- Gold Sponsor \$500
- Hospitality Sponsor \$150

## **Trick or Treat in the Park (Oct 25)**

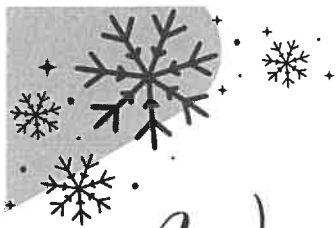
- Presenting Sponsor \$500
- Activities Sponsor \$250
- Supporting Sponsor \$100

## **Community Prayer Breakfast (Nov 20)**

- Platinum Sponsor \$1,250
- Gold Sponsor \$750
- Silver Sponsor \$350

## **Small Business Saturday (Nov 29)**

- Supporting Sponsor \$250



# WASHINGTON *Winter Walkabout*

January 24th - February 8th

Sponsor &  
Participating  
Business

**\$50**

- Signage posted in business window, Chamber will set-up and tear down during business hours
- Business logo included on all promotional materials
- Tagged in all social media posts
- Promoted as a prize sponsor

Sponsor Only

**\$50**

- Business logo included on all promotional materials
- Tagged in all social media posts
- Promoted as a prize sponsor

Participating  
Business Only

**No Charge**

- Signage posted in business window, Chamber will set-up and tear down during business hours



Registration Deadline: January 17th

# **SPEED** **Networking**

---

Wednesday, March 12th

Presenting Sponsor

**\$100**

- Two attendees to Speed Networking
- Business logo/mention on all promotional materials
- Tagged in all social media posts
- Listed in Chamber e-blast as sponsor
- Business logo displayed at check-in
- Option to hand out promotional materials at event
- Option to address the group at event (5-minute presentation limit)

Supporting Sponsor

**\$50**

- One attendee to Speed Networking
- Business logo/mention on all promotional materials
- Listed in Chamber e-blast as sponsor
- Tagged in all social media posts
- Business logo displayed at check-in

\*Individual registration information available NOW

Sponsorship Deadline: February 25th

# Meet & Mingle

Thursday, April 3rd

## Platinum Sponsor

**\$1,250**

- Eight tickets to 2025 Meet and Mingle, reserved seats if requested
- Business logo on invitation, program and sponsor sign
- Mention in news release
- Listed in Chamber e-blast as Platinum sponsor
- Tagged in all social media posts
- Business logo at end of award videos when posted on social media
- Thank you mention at event

## Gold Sponsor

**\$750**

- Four tickets to 2025 Meet and Mingle
- Business name on sponsor sign and in program
- Mention in news release
- Listed in Chamber e-blast as Gold Sponsor
- Tagged in award winner social media video posts

## Silver Sponsor

**\$350**

- Two tickets to 2025 Meet and Mingle
- Business name in program
- Listed in Chamber e-blast as Silver sponsor
- Mention in news release

\*Individual registration information available NOW

Sponsorship Deadline: March 3rd

# Festival SPONSORSHIP



Good Neighbor Days: May 28th - June 1  
Rock the Field: August 15th - 16th

Platinum Sponsor

**\$1,750**

- Business logo/mention on all digital and print promotional materials for both events
- Individual yard sign at both events (placed by the main stage at Rock the Field)
- Business logo at Platinum level on sponsor banner at both events
- Tagged in all social media posts for both events, sponsored/non
- Mentioned in applicable news releases
- Listed in the Chamber's e-blast as Platinum Sponsor
- Business logo on event t-shirts
- 10 Good Neighbor Days carnival armbands
- 15 event t-shirts
- Option to have special table for information/promotional items at Rock the Field
- Hourly PA shout-outs at Rock the Field
- Named as Good Neighbor Days Medallion hunt sponsor, with logo on all digital/print promotional materials and tagged in all social media posts

\*Higher custom levels available upon request

Sponsorship Deadline: April 15th

# Festival SPONSORSHIP



Good Neighbor Days: May 28th - June 1  
Rock the Field: August 15th - 16th

## Gold Sponsor

**\$1,250**

- Business name on major digital and print promotional materials for both events
- Business logo on Gold Sponsor yard signs (placed by the main stage at Rock the Field)
- Business logo at Gold level on sponsor banner at both events
- Tagged in major social media posts, sponsored/non
- Mentioned in applicable news releases
- Listed in the Chamber's e-blast as Gold sponsor
- Business name on event t-shirts
- 5 Good Neighbor Days carnival armbands
- 10 event t-shirts
- 3 PA shout-outs at Rock the Field

## Silver Sponsor

**\$1,000**

- Business name on Silver Sponsor yard signs at both events
- Business name displayed at Silver level on sponsor banner at both events
- Tagged in major social media posts, non-sponsored only
- Mentioned in applicable news releases
- Listed in the Chamber's e-blast as Silver sponsor
- 2 Good Neighbor Days carnival armbands
- 2 event t-shirts

Sponsorship Deadline: April 15th

# Festival SPONSORSHIP



Good Neighbor Days: May 28th - June 1  
Rock the Field: August 15th - 16th

Supporting Sponsor

**\$500**

- Business name displayed on the sponsor banner at both events
- Business name on Supporting Sponsor yard sign at both events
- Mentioned in applicable news releases
- Listed in the Chamber e-blast as supporting sponsor
- Thank you mention/tag in event wrap-up social media post

Individual Event

**\$250**

- Business name on yard sign with other sponsors at event of choice
- Mention in applicable news release for the event of choice
- Listed in the Chamber e-blast as supporting sponsor for event of choice
- Thank you mention/tag in event wrap-up social media post for event of choice

Sponsorship Deadline: May 1st

# GOLF4LOCAL

Monday, September 8th

## Presenting Sponsor

**\$1,250**

- Business logo/mention on all promotional materials
- Tagged in all social media posts
- Listed in Chamber e-blast as Presenting Sponsor
- Business logo on event apparel item
- Business logo on banner/signage throughout event
- Thank you mention at event
- Option for booth setup at event
- Foursome registration, including: 4 golfers, 4 door prize tickets, lunch, dinner, drink tickets and apparel item for each golfer

## Hospitality Sponsor

**\$500**

- Choice to be lunch, dinner or beverage cart sponsor
- Business logo on signage where item choice is served
- Tagged in all major social media posts
- Listed in Chamber e-blast as Hospitality Sponsor
- Thank you mention at event

## Hole Sponsor

**\$250**

- Business logo placed on hole flag
- Option to set up promotional/interactive table on a hole

## Tee Sponsor

**\$100**

- Yard sign with business logo placed at a tee

\*Team registration information available at a later date

**Sponsorship Deadline: July 28th**





# Lunch & LEARN

...

October TBD

Presenting Sponsor

**\$100**

- Two attendees to Lunch & Learn
- Business logo/mention on all promotional materials
- Tagged in all social media posts
- Listed in Chamber e-blast as sponsor
- Business logo displayed at check-in
- Option to hand out promotional materials at event
- Option to address the group at event (5-minute presentation limit)

Event Sponsor

**\$50**

- One attendee to Lunch & Learn
- Business logo/mention on all promotional materials
- Listed in Chamber e-blast as sponsor
- Tagged in all social media posts
- Business logo displayed at check-in

\*Individual registration information available at a later date

Sponsorship Deadline: September 2nd



# COMMUNITY SHOWCASE



Tuesday, October 14th

## Presenting Sponsor

**\$1,000**

- Business logo/mention on all promotional materials
- Tagged in all social media posts, sponsored/non
- Listed in Chamber e-blast as Presenting sponsor
- Business logo on sponsor sign at event
- 2 booth spaces (for personal use or donation)
- Hourly PA mentions at event
- Email addresses of all participants

## Community Sponsor

**\$500**

- Business name/mention on all promotional materials
- Tagged in major social media posts, non-sponsored
- Listed in Chamber e-blast as Community sponsor
- Business name on sponsor sign at event
- 1 booth space
- Email addresses of all participants

## Hospitality Sponsor

**\$150**

- Sponsorship pays for food/beverage items at event
- Business logo at food/beverage table
- 1 booth space
- Thank you mention in event wrap-up social media post

\*Booth space information available at a later date

Sponsorship Deadline: September 2nd



Saturday, October 25th

### Presenting Sponsor

**\$500**

- Business logo/mention on all promotional materials
- Business logo on sponsor signs at event
- Tagged in all social media posts
- Listed in Chamber e-blast as Presenting sponsor
- PA announcements as Presenting sponsor during the event
- Booth space at the event

### Activities Sponsor

**\$250**

- Listed in Chamber e-blast as Activities sponsor
- Business logo on sponsor sign at each activity
- PA announcements as Activities sponsor during the event
- Booth space at the event
- Thank you mention/tag in wrap-up social media post

### Supporting Sponsor

**\$100**

- Listed in Chamber e-blast as Supporting sponsor
- Business logo on sponsor sign at event
- Booth space at the event
- Thank you mention/tag in wrap-up social media post

\*Booth space information available at a later date



Sponsorship Deadline: September 2nd



# Community Prayer Breakfast



---

Thursday, November 20th

## Platinum Sponsor

**\$1,250**

- 8 tickets to the Community Prayer Breakfast
- Business logo on event invitation, program, sponsor sign and slideshow
- Listed in Chamber e-blast as Platinum sponsor
- Mention in news releases
- Tagged in all social media posts
- Thank you mention at event

## Gold Sponsor

**\$750**

- 4 tickets to the Community Prayer Breakfast
- Business logo on sponsor sign, business name on program
- Listed in Chamber e-blast as Gold sponsor
- Mention in news release
- Tagged in wrap-up social media post
- Thank you mention at event

## Silver Sponsor

**\$350**

- 2 tickets to the Community Prayer Breakfast
- Business name on sponsor sign
- Listed in Chamber e-blast as silver sponsor
- Thank you mention at event

\*Individual tickets and table information available at a later date

Sponsorship Deadline: September 19th





# SMALL BUSINESS *Saturday*



---

Saturday, November 29th

Supporting Sponsor

**\$250**

- Purchases \$250 of chamber bucks to be distributed to small business shoppers
- Promoted as sponsor on social media
- Option for business info to be included in bag given to winners
- Invited to attend to help distribute chamber bucks/bags

Sponsorship Deadline: November 18th

# Request for Funding

PRESENTED TO: CITY OF WASHINGTON, IL

PREPARED BY: WASHINGTON CHAMBER OF COMMERCE

The Washington Chamber of Commerce is requesting financial support from the City of Washington for the upcoming Bicentennial Celebration, which will commemorate the 200th anniversary of our city's founding. This historic milestone offers a unique opportunity to celebrate our community's rich heritage and to foster unity among our residents.

As part of the celebration, we plan to host a variety of events, primarily during the period of August 14-23, 2025. These events include but are not limited to a community parade, concerts, historical exhibitions, and community events. The goal is to provide a series of inclusive, family-friendly activities that engage all sectors of our community while showcasing Washington's history, diversity, and achievements.

We respectfully request a funding contribution not to exceed \$10,000 to help cover the costs of event planning, production, marketing, and logistics. The funds will be used to cover a variety of expenses including:

- Event permits and rentals
- Promotional materials (flyers, posters, digital media)
- Performers and entertainers
- Logistics

Your support would be invaluable in making this celebration a success, and we are committed to ensuring that every dollar is spent efficiently and transparently. In return, we would be proud to recognize the City's contribution through prominent acknowledgment on event materials and during the celebration itself.

We believe that this Bicentennial Celebration will not only honor the past but also inspire our community to look toward a bright future together. We kindly ask for your consideration and support in making this a momentous occasion for the City of Washington.

Please feel free to contact the Washington Chamber of Commerce at (309) 444-9921 or [chevie@washingtoncoc.com](mailto:chevie@washingtoncoc.com) with any questions or for further details. Thank you for your time and consideration. We look forward to bringing this important event to life.