

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
Date: July 10, 2014**

SUBJECT: Community Services Agreement with the Prescott Valley Chamber of Commerce.

SUBMITTING DEPARTMENT: Town Manager's Office

PREPARED BY: Ryan Judy, Deputy Town Manager

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS: a) Agreement

SUMMARY BACKGROUND: The Prescott Valley Chamber of Commerce (Chamber) serves as one of the three legs of the "three-legged stool" in the Town's strategy for the economic prosperity of Prescott Valley. While PVEDF is focused on industrial recruitment and creating jobs and the Town's Economic Development Manager focuses on retail recruitment, the Chamber has been tasked with supporting existing businesses through promotion, retention and expansion, and also with promoting tourism in Prescott Valley.

The Town and the Chamber have been partners for many years in the promotion of Prescott Valley. The current three-year agreement was approved on June 23rd, 2011.

Under this proposed new 3-year agreement, the Chamber would continue to use this funding to provide the following business retention and expansion services: (a) maintaining a record of business visits (including name, address, retention and expansion issues identified, proposed course of action, and action taken); (b) maintaining a record of individuals requesting information from the Chamber about starting or expanding a business; (c) maintaining a website to provide ready access to businesses or potential businesses; (d) coordinating business retention and expansion efforts with the Town and the Prescott Valley Economic Development Foundation to attract new commercial and industrial businesses; and (e) providing networking opportunities for local businesses.

Under the proposed agreement, the Chamber would also continue to use the funding to provide the following tourism/community promotion services: (1) developing, publishing, updating, and distributing tourism materials; (2) maintaining a website to contain tourist and relocation information; (3) maintaining a record of all inquiries for tourist and relocation materials; (4) continued sponsorship of "Prescott Valley Days;" (5) continued sponsorship of the "Festival of Lights" and "Valley of Lights;" (6) continued sponsorship of the "Team Up to Clean Up" campaign; and (7) hosting a Business, Health, and Community Showcase.

The funding amount for FY 14-15 with the Chamber would remain at the FY 13-14 level of \$113,275. Funding for years 2 and 3 of the agreement would be set during the annual budget adoption process.

OPTIONS ANALYSIS: Council may approve the Agreement, or direct staff to make modifications to the Agreement before approval.

ACTION OPTION: Motion to approve the Agreement with the Prescott Valley Chamber of Commerce.
VOTE

RECOMMENDATION: Staff recommends approval of this Agreement.

FISCAL ANALYSIS: Funding as provided for in this Agreement is included in the FY 2014-15
“Donation To Civic Orgs” account (#101.9500.619.3180).

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____