

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION**

Date: July 1, 2010

SUBJECT: Revised 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) Revised 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.

The Town and the Chamber have been partners for many years in the promotion of Prescott Valley. The current three-year agreement was originally approved on June 26th, 2008. It was amended on June 25, 2009 to reduce Chamber funding by 15% (down to \$114,750) due to the stagnant economy and declining Town revenues. It is now proposed that the agreement again be reduced by 10% to a level of \$103,275. However, with the dissolution of the Prescott Area Coalition for Tourism, staff is proposing to transfer the Town's \$5,000 commitment from PACT to a new Chamber Tourism Committee. Due to the expensive nature of regional and state advertising, staff is proposing to supplement this by an additional \$5,000. This would bring the total Chamber funding to \$113,275 a slight overall decrease from the existing contract. As part of this \$10,000 funding commitment for tourism promotion, the Town Council will have a seat on the committee and help direct how these dollars are spent.

The Chamber will continue to use the funding under this Agreement 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.

The Chamber will 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.

OPTIONS ANALYSIS: For Discussion Only

ACTION OPTION: For Discussion Only

RECOMMENDATION: For Discussion Only

FISCAL ANALYSIS: Funding as provided for in this Revised Agreement is included in the FY 2010-11 "Donation To Civic Orgs" account (#101.9500.619.3180). Funding would be reduced from the current \$114,750 per year to \$113,275 per year (including the additional \$10,000 funding for tourism promotion) for the final year of the three-year agreement.

REVIEWED BY:

Management Services Director _____ Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____