

**TOWN OF PRESCOTT VALLEY  
REQUEST FOR COUNCIL ACTION  
Date: June 23, 2011**

**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

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**ATTACHMENTS:** a) Agreement

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**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 originally approved on June 26<sup>th</sup>, 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. The agreement was again reduced by 10% to a level of \$103,275. However, with the dissolution of the Prescott Area Coalition for Tourism, the Council approved an additional \$10,000 to go to the Chamber to promote tourism, bringing funding in FY 10-11 to \$113,275. As part of this additional \$10,000 funding commitment for tourism promotion, a member of the Town Council obtained a seat on the committee to help direct how these dollars are spent.

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 11-12 with the Chamber would remain at the FY 10-11 level of \$113,275. Funding for years 2 and 3 of the agreement would be set during the annual budget adoption process.

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

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**ACTION OPTION:** Motion to approve the Agreement with the Prescott Valley Chamber of Commerce, **OR** Motion not to approve the Agreement. **VOTE**

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**RECOMMENDATION:** Staff recommends approval of this Agreement.

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**FISCAL ANALYSIS:** Funding as provided for in this Agreement is included in the FY 2011-12 "Donation To Civic Orgs" account (#101.9500.619.3180).

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**REVIEWED BY:**

Management Services Director \_\_\_\_\_ Town Clerk \_\_\_\_\_

Town Attorney \_\_\_\_\_

Town Manager \_\_\_\_\_

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**COUNCIL ACTION:**

Approved    Denied    Tabled/Deferred    Assigned to \_\_\_\_\_