



CITY OF WASHINGTON, ILLINOIS
Committee of the Whole Agenda Communication

Meeting Date: January 8, 2024

Prepared By: Jim Snider, City Administrator; Jon Oliphant, Planning & Development Director

Agenda Item: Washington Chamber of Commerce Work Agreement

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 a draft two-year Chamber work agreement with the City for the period of May 2023 through April 2025. The prior agreement was in effect until April 30, 2023.

Fiscal Impact: The prior agreement pays the Chamber \$30,000 for its services. The request is for \$30,000 for FY 23-24 and \$35,000 for FY 24-25. The FY 23-24 budget has \$30,000 included and the FY 24-25 budget will be set according to feedback from the Council on the draft agreement. A breakdown of the City's membership contribution is/to be spent is as follows:

| | FY 23-24 | FY 24-25 |
|---|-----------------|-----------------|
| Promote/Market Washington Primarily used for radio with coordinating video for social media. Television advertising is added when rates and budget allow. | \$10,000 | \$12,000 |
| Planning, Executing, and Coordinating City's Annual Events Includes Mayor's Prayer Breakfast, Washington Meet and Mingle, Meet the Candidates, Small Business Saturday, and Good Neighbor Days | \$18,000 | \$20,000 |
| Administrative Expenses/Other | \$2,000 | \$3,000 |

Recommendation: Staff recommends approval of the agreement. The Chamber is a vital ally for businesses in the community.

Action Requested: Feedback on the attached draft work agreement. Upon that direction, a resolution will be scheduled for approval at an upcoming City Council meeting.



WORK AGREEMENT

CITY OF WASHINGTON AND WASHINGTON CHAMBER OF COMMERCE

May 2023-April 2025

**Thriving Businesses Leading
a Healthy Community**

**Washington Chamber of Commerce
105 S. Spruce Street
Washington, IL 6157
(309) 444-9921
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 \$30,000, for the proposed services from the City of Washington. If the City has any questions about this agreement, please contact Mike Herzog, Board President at mherzog@washingtonstatebank.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 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 community regularly and meet as necessary to review activities and work plan 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 - , \$10,000/2023-2024, \$12,000/2024-2025

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

Planning, Executing, & Coordinating Events - \$18,000/2023-2024, \$20,000/2024-2025

Including Mayor's Prayer Breakfast, Washington Meet and Mingle, Meet the Candidates, Small Business Saturday and Good Neighbor Days

Administrative Expenses/Other - \$2,000/2023-2024, \$3,000/2024-2025

Total - \$30,000/2023-2024, \$35,000/2024-2025

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. New members since July 2023, have been investing under the new plan.

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.