

ORDINANCE NO. 19-40

**AN ORDINANCE AUTHORIZING THE MAYOR TO
SIGN AN AGREEMENT WITH THE GREAT RIVERS AND ROUTES
TOURISM BUREAU (GRRTB)**

NOW, THEREFORE, BE IT ORDAINED, by the City Council of the City of Collinsville, Illinois, that the Mayor is authorized to execute an Agreement between the City and the Great Rivers and Routes Tourism Bureau for the time period of May 1, 2019 through April 30, 2020, a copy of said Agreement being attached hereto and approved as to form and content.

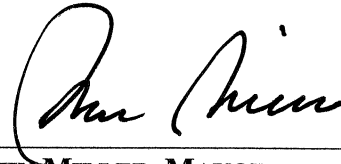
Passed by the City Council, City of Collinsville, on the 10th day of June, 2019.

Ayes: Jerome, Hausmann, Stehman, Green, Miller

Nays: None

Absent: None

Approved: June 10, 2019



JOHN MILLER, MAYOR

ATTEST:



KIMBERLY WASSER, CITY CLERK

**AGREEMENT BETWEEN THE CITY OF COLLINSVILLE AND THE
GREAT RIVERS AND ROUTES TOURISM BUREAU**

THIS AGREEMENT, is made and entered into at Madison County, Illinois on June 10, 2019, by and among the City of Collinsville, an Illinois municipal corporation (hereinafter the "City"), and the Great Rivers and Routes Tourism Bureau, a not for profit corporation operating under Section 501(c)(6) of the United States Internal Revenue Code (hereinafter "GRRTB"):

RECITALS:

WHEREAS, the City of Collinsville selected the GRRTB in 2018 to act as its Tourism Bureau; and

WHEREAS, the GRRTB wishes to provide holistic tourism services including, but not limited to, marketing, sales, and administrative services to the City that are focused on advancing tourism within the City; and

WHEREAS, the City finds that the efforts of the GRRTB will benefit all of the hospitality business within the City including the hotels, restaurants and other facilities serving hospitality and tourism purposes within the City by increasing tourism through the responsible expenditure of funds from the hotel and motel taxes paid the City.

NOW, THEREFORE, for lawful and valuable consideration, the legality, mutuality and sufficiency of which is hereby acknowledged, the City and the GRRTB hereby agree:

Section One. GRRTB Services to the City. The GRRTB will provide marketing, sales, and administrative services to the City for the sole purpose of promoting tourism within the City. The City shall be the initial contact and provide recommendations upon City action respecting the GRRTB's efforts and services. GRRTB will perform the following services in a manner sufficient to permit the City to meet and exceed the local need in full compliance with all applicable laws and regulations, including approvals of expenditures and purchasing:

- (A) GRRTB will provide a team of dedicated tourism professionals to provide comprehensive tourism services for Collinsville efforts (sales, marketing, media, advertising and administration).
- (B) GRRTB will generate group leads for: conventions, meetings, sporting events, reunions, weddings and motor coach tours, delivering at least 100 quality group leads for the City and its tourism industry.
- (C) GRRTB will support growth in the meetings industry and work in conjunction with Gateway Center and meeting facilities within the City to bring new business to the city.
- (D) GRRTB will provide international exposure to the city as related to Route 66 and the Great River Road. Efforts will include regional collateral materials, sales mission and trade show participation, and guided familiarization tours for visiting influential international guests (i.e. media, tour operator, travel agent).
- (E) GRRTB will coordinate motor coach overnight hotel accommodations and promotions, supported by activity planning, welcome bags, customized itineraries, seasonal guides and maps. GRRTB will promote at least 7 thematic group tour itineraries to promote to the group travel industry.

- (F) GRRTB will create customized sports sales materials to educate tournament organizers and planners on the city's sport venues. GRRTB will support application for special grants that can offset event costs when available. GRRTB will supply housing assistance and welcome bags as needed for all group arrivals and needs within the city.
- (G) GRRTB will coordinate advertising and marketing programs to promote the City's events and festivals, including, but not limited to, Italian Fest, Horseradish Festival, Smokin' on Main BBQ, Collinsville's Memorial Day Celebration as well as the other various Holiday events. In addition, GRRTB will work directly with Willoughby Farm, Collinsville Aqua Park, D.D. Collins House, Cahokia Mounds and Fairmount Park to build awareness and attendance at these attractions.
- (H) GRRTB will manage tourism media relations and promotions of events on websites and social media handles (Twitter, Instagram and Facebook).
- (I) GRRTB will conduct an annual review of bureau deliverables and economic impact numbers specific to Collinsville in order to ensure the direction and programs of the bureau are in line with the needs of Collinsville.
- (J) GRRTB will provide financial administrative services on at least a quarterly basis and submit detailed annual reports on revenues and expenditures to the City Manager.


Section Two City Compensation. The city will provide funding to the GRRTB in the amount of \$100,000 in four equal quarterly installments. The quarterly installments will be paid at intervals of three (3) months upon approval of this Agreement.

Section Three. Administration of Funds. GRRTB whereby agrees to administer the City funds provided under the agreement set forth herein from the beginning date of May 1, 2019 through April 30, 2020.

Section Four. Effective Date. The effective date of this agreement shall be retroactive to May 1, 2019.

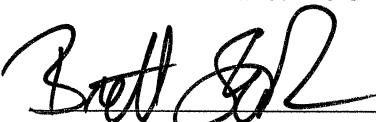
IN WITNESS WHEREOF, this agreement has been duly executed by the respective parties, hereto, through their duly authorized officers.

CITY OF COLLINSVILLE



John Miller, Mayor

GREAT RIVERS & ROUTES TOURISM BUREAU



Brett Stawar, President & CEO