



CITY COUNCIL

AGENDA ITEM STAFF REPORT

MEETING DATE:	JUNE 10, 2025
TITLE:	AN ORDINANCE AUTHORIZING THE MAYOR TO SIGN AN AGREEMENT BETWEEN THE CITY OF COLLINSVILLE AND GREAT RIVERS & ROUTES TOURISM BUREAU
DEPARTMENT:	ADMINISTRATION
PROJECT MANAGER:	DEREK JACKSON, AICP, CITY MANAGER
REQUESTED ACTION:	APPROVAL
STRATEGIC PLAN GOAL(s):	GOAL #3: SUPPORT TOURISM AND ECONOMIC DEVELOPMENT
ATTACHMENTS:	ORDINANCE, AGREEMENT, 2024-2025 ANNUAL REPORT

OVERVIEW

The proposed ordinance authorizes the Mayor to execute a one-year agreement with the Great Rivers and Routes Tourism Bureau (GRRTB) to support tourism promotion efforts for the City of Collinsville. The term of the agreement is from May 1, 2025, through April 30, 2026, at a total cost of \$75,000.

EXECUTIVE SUMMARY

Tourism remains the City's cornerstone economic development strategy. Since joining GRRTB in January 2018, the City has benefited from a unified and strategic approach to tourism promotion, integrating efforts across the hospitality sector—including restaurants, hotels, and attractions—while placing particular emphasis on the Gateway Convention Center, Parks & Recreation programming, community festivals, and destination locations such as Fairmount Racetrack and Cahokia Mounds.

The proposed agreement maintains the same general terms as those in previous years (2018–2024) and reflects a continued commitment to leveraging regional marketing resources and data-driven tourism strategies. A copy of GRRTB's 2024–2025 Annual Report is attached, highlighting the tangible return on investment and regional exposure gained through this partnership.

The 2025–2026 contract amount is \$75,000, to be paid as a lump sum.

FUNDING SOURCES

This expense was budgeted in the Hospitality Fund.

Recommendation

Staff recommends approval of a An Ordinance Authorizing the Mayor to Sign an Agreement Between the City of Collinsville and Great Rivers and Routes Tourism.

Department Review

Administration, Corporate Counsel