

AGREEMENT BETWEEN THE CITY OF COLLINSVILLE AND THE ALTON REGIONAL CONVENTION & VISITORS BUREAU

THIS AGREEMENT, is made and entered into at Madison County, Illinois on May 1, 2018, by and among the City of Collinsville, an Illinois municipal corporation (hereinafter the “City”), and the Alton Regional Convention and Visitors Bureau, a not for profit corporation operating under Section 501(c)(6) of the United States Internal Revenue Code (hereinafter “ARCVB”):

RECITALS:

WHEREAS, the City has created and received recommendations from its Tourism Committee related to promoting tourism benefiting the City of Collinsville; and

WHEREAS, the ARCVB wishes to provide marketing and administrative services to the City; and

WHEREAS, the City finds that the efforts of the ARCVB will benefit the hospitality business in 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 ARCVB hereby agree:

Section One. *ARCVB Services to the City.* The ARCVB will provide marketing and administrative services to the City for the sole purposes of promoting tourism within the City. The City shall be the initial contact and provide recommendations upon City action respecting the ARCVB’s marketing and administrative services. ARCVB will perform the following services in a manner sufficient to permit the City to meet local need and comply with applicable laws and regulations, including approvals of expenditures and purchasing:

- (A) ARCVB will provide a full-time dedicated tourism professional for the Collinsville efforts to be primarily located within space donated by the City or other Collinsville entity.
- (B) ARCVB will generate group leads for: conventions, meetings, sporting events, reunions, wedding and motor coach tours, delivering at least 50 quality group leads for City to follow-up and attempt to secure.
- (C) ARCVB will coordinate specialized tours and events for delegates of a convention or reunion. ARCVB staff will solicit bids from local bus companies, secure group rates and reservations from attractions and assist with arrangements for programs, receptions and activities, including off-site activities such as golf or tennis tournaments.
- (D) ARCVB will coordinate motor coach overnight hotel accommodations, leisure time activity planning, welcome bags, and customized ‘Things to Do’ event

and attraction calendar. ARCVB will also develop at least seven general group tour itineraries to promote to group travel industry.

- (E) ARCVB will create customized sports sales materials. ARCVB will apply for special grants that can offset events costs when available. Event welcome bags with Collinsville business coupons will be created. ARCVB will provide housing assistance for the sporting events/tournament.
- (F) ARCVB will coordinate collective advertising and marketing program with Collinsville hospitality venues. ARCVB will conduct research and make recommendations to the City for advertising, marketing and promotional activities.
- (G) ARCVB will coordinate and provide hospitality training to partners located within the Collinsville service area.
- (H) ARCVB will manage tourism media relations and promotion of events on websites and city social media handles (Twitter, Instagram and Facebook).
- (I) ARCVB will conduct annual review of bureau deliverables and economic impact numbers specific to Collinsville in order to ensure that the direction and programs of the bureau are in line with the needs of Collinsville.
- (J) ARCVB will provide financial administrative services on at least a quarterly basis and submit detailed reports on revenues and expenditures to the City Manager.

Section Two. City Compensation. The City will issue hotel occupancy tax funds in the amount of \$100,000 to the ARCVB in four equal installments. The quarterly installments will be invoiced and paid at the conclusion of each of the fiscal year quarters following approval of this Agreement.

Section Three. Administration of Funds. ARCVB hereby agrees to administer the City funds provided under the Agreement set forth herein from the beginning date of May 1, 2018 through April 30, 2019.

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

CITY OF COLLINSVILLE

**ALTON REGIONAL CONVENTION &
VISITORS BUREAU**

John Miller, Mayor

**Brett Stawar, President/CEO
Alton Regional CVB**