



City of Green River
City Council Meeting
Agenda Documentation

Preparation Date: 07/14/2022	Department: Finance
Meeting Date: 07/19/2022	Department Head: Chris Meats
	Presenter: Chris Meats

Subject:

Approve an Agreement with the Green River Chamber of Commerce for Fiscal Year 2023

Background/Alternatives:

The City has had a service agreement with Green River Chamber of Commerce to aid in the promotion of the City and to man a visitor center for the City.

Attachments:

Agreement

Fiscal Impact:

\$90,000

Staff Impact:

n/a

Legal Review:

The Agreement has been sent to Legal Counsel for review

Suggested Motion:

I move to approve the contract for services for Fiscal Year 2023 with the Green River Chamber of Commerce, in the amount of \$90,000.

CONTRACT FOR SERVICES

This agreement entered into this _____ day _____ of 2022, by and between the City of Green River, Wyoming, a Wyoming Municipal Corporation and the Green River Chamber of Commerce, a Wyoming Non-Profit Corporation.

WHEREAS, The City is desirous of utilizing the services of the Chamber for the purpose of promoting and furthering the economic well-being of the residents of the City, and;

WHEREAS, the City is willing to pay to the Chamber a fair and valuable consideration for the rendering of such services, and;

WHEREAS, the Chamber is desirous of rendering such services in return for a fair and valuable consideration.

NOW THEREFORE, it is agreed between the parties as follows:

I. The City shall pay to the Chamber for the fiscal year beginning July 1, 2022 and ending June 30, 2023 the sum of **\$90,000.00**. Said sum shall be paid to the Chamber in four quarterly payments of **\$22,500.00** due, October 1, 2022, January 1, 2023, April 1, 2023 & June 30, 2023.

II. The Chamber shall provide the following services:

A. General Marketing of the City of Green River **\$18,000.00**

1. Inquiries by mail for tourism and relocation information, including businesses, individuals, students, and others.
2. Preparation of packets for conventions, including cost of litter bag containers, brochures, and other items.
3. Help in obtaining and assistance with conventions, meetings, tournaments, etc.
4. Distribution of area information throughout the state and country including visitor's centers and Chambers of Commerce articles and information in various travel guides and tourism publications.

Local distribution of State Highway Maps, State of Wyoming Travel Journal, Sweetwater County Tourism Guide, Local brochures, Historical trails and site brochures, and Lake Flaming Gorge maps.

Distribution of city and area materials at travel and trade shows.

B. Development and Promotion of Community Events

\$35,000.00

1. Shop Local/Community Pride
 - a. Organization, staffing and materials for Adopt -A-Tree Program
 - b. Promote what is unique about Green River to encourage community members to support local business through advertising and marketing campaign
 - c. Organize and host the Holiday Business Showcase highlighting our retail and home-based businesses annually
 - d. Showcase a Business or Organization of the Month at the Chamber Visitor Center
 - e. Promote our I(Love)GR T-shirt campaign

2. Community Activities that may arise that are in the realm of Chamber goals, including but not limited to:
 - a. Rodeo and Roping Events
 - b. Flaming Gorge Days
 - c. River Festival
 - d. Art on the Green
 - e. Clean Up Day
 - f. Trails Day
 - g. Flags of Honor

3. Coordination of local events and activities committee, including compilation of schedule of events and local promotion

4. Direct Assistance to the City:
 - a. Grants for City or Community Projects and Events
 - b. Coordination of programs that benefit Green River
 - c. Coordination of Wild Horse Loop Tour. Acting as the City's liaison with the BLM, County and Rock Springs Chamber
 - d. Coordination of City wide clean up
 - e. Public Meetings and Political Forums
 - f. Serve on the Beautification Committee
 - g. Coordination with the City, County and Rock Springs and facilitation of a committee to provide information for ballot initiatives.
 - h. Support for Mayor's Tree Lighting Ceremony from The Hole in the Wall Gang

5. Coordination and maintenance of Wild Horse viewing area at the Chamber.

6. Maintenance and operation of the Digital Sign located at the East Entrance Intersection
7. Chamber is to purchase computers, software and software upgrades. The City will assist in network and landline phone systems for the Chamber.

C. Economic Development/Business Retention

\$34,000.00

1. Business Retention

- a. Directory of Chamber businesses
- b. Upgrade and maintain web site, keeping events and membership current.
- c. Educational Services to help businesses
- d. First Dollars Awards, Grand Openings and Ribbon Cuttings
- e. Green River Gift Certificates
- f. Co-sponsor educational seminars with WWCC, Small Business Development Center and Wyoming Business Council
- g. Support and Coordinate with Main Street- URA
- h. Email out Weekly Newsletter
- i. Work Ready Community Program
- j. Business Enhancement Training
- k. Distinguished Citizen and Outstanding Business Awards
- l. Sweetwater County Leadership Program
- m. Host monthly Lunch & Learn for networking opportunities
- n. Provide affordable advertising with digital sign
- o. Host Membership Committee

2. Attracting new business

- a. Assist with and keep current City Demographics and profile
- b. Provide assistance to businesses wishing to relocate in the area through local information and personal contacts.
- c. Distribution of information and assistance to industry wishing to relocate in area.
- d. Coordinate quarterly Trona Industry/Govt Affairs Meeting
- e. Hole in the Wall Gang's enthusiastic involvement in business Ribbon Cutting ceremonies

3. Tourism Efforts

- a. Development of tourism brochures and information
- b. Host Green River Tourism Committee
- c. Assistance with Historic Trails promotion.
- d. Representation in tourism associations including:
Wyoming Travel Industry Coalition
Wild Horse Loop Tour Partnership

- e. Direct contact with the Wyoming Office of Tourism providing information and assistance on behalf of Green River to all departments, including coordination of familiarization tours, calendar of events, etc.
- f. Staff and maintain information center located at 1155 W. Flaming Gorge Way and provide area information.
- g. Work with Rock Springs Chamber of Commerce, Bureau of Land Management, US Forest Service and Sweetwater County in county-wide efforts
- h. Assist Bike Club as liaison to BLM for single track and trail system
- 1. Promote our river and unique geography with the Annual River Festival event and Run with the Horses Marathon.

D. Education Assistance for Chamber Staff **\$3,000.00**

Total **\$90,000.00**

The Chamber staff acts as a welcoming committee to all who enter the City of Green River. The Green River Chamber of Commerce Visitor Center also provides many services to Green River residents from which the City receives indirect benefits. These include: maintaining an information office; Chamber involvement in City, County, regional, and statewide activities; events and news in the Chamber's newsletters and the listing of community events and attractions on the digital sign; maintaining and updating Website information; and the Chamber ambassadors, the Hole in the Wall Gang, which serve as hospitality ambassadors for the City at numerous functions.

III. It is understood and agreed that in the event of an unforeseen economic emergency, the governing body of the City shall have absolute authority to cancel this Agreement by affording 24-hour written notice to the Chamber.

IV. This document constitutes the entirety of the Agreement between the parties.

CITY OF GREEN RIVER

GREEN RIVER CHAMBER OF COMMERCE

 Mayor
 ATTEST:

 President

 City Clerk

 Secretary