



**DEPARTMENT OF COMMUNITY DEVELOPMENT SERVICES**

*Economic Development Division*

**m e m o r a n d u m**

**TO:** Mayor Diane Wolfe Marlin and City Council Members

**FROM:** John A. Schneider, MPA, Community Development Director  
Elizabeth R. Horwitz, AICP, Economic Development Coordinator  
Rachel L. Storm, Public Arts Coordinator

**DATE:** July 17, 2018

**SUBJECT:** **A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A PROMOTIONAL AND MARKETING AGREEMENT (Visit Champaign County, FY 2018-2019)**

---

**Introduction**

Pursuant to the City Council’s inclusion of funding for Visit Champaign County (VCC) in the current City Budget for Fiscal Year 2018-2019, staff has prepared an agreement for the provision of promotion and marketing services by Visit Champaign County for the benefit of the City’s tourism industry. The proposed agreement follows the format of the FY2017-2018 agreement approved by City Council on October 16, 2017. The City Council is asked to consider a resolution adopting a one-year Promotional and Marketing Agreement for funding VCC (**Attachment A: Draft Resolution including attached FY2018-19 VCC/City Promotion & Marketing Agreement**). This proposed agreement covers activities in the current Fiscal Year, from July 1, 2018 to June 30, 2019. The total amount budgeted for VCC in the current fiscal year budget is \$10,000, which is unchanged from last year.

Visit Champaign County (VCC) has worked as the official tourism destination marketing and management organization to promote tourism to Champaign County since its founding in 1982. During this time, the organization has sought to undertake activities that benefit Champaign County businesses and the local economy. VCC’s activities have included attracting and assisting in the organization of major events, producing and distributing the annual Champaign County Visitor’s Guide, maintaining an informative website, and marketing and promoting regional hospitality-related businesses, including restaurants, hotels and other attractions. According to VCC, these events attract additional visitors to the County, and provide financial gain to the City of Urbana through tax-revenue, direct spending, and generated payroll. The VCC website, [visitchampaigncounty.org](http://visitchampaigncounty.org), serves as a point of contact for many visitors from outside the County, including international visitors.

VCC offers organizational sponsorship through an increasing scale of Partnership Levels -- Bronze, Silver, Gold, Platinum, and Founding -- each offering benefits based on funding (**Attachment B: VCC Gold Sponsorship Level Description**). While all levels include representation on the VCC Tourism Industry Partner page and invitations to VCC events, the Gold Partnership is the lowest level that also includes a guaranteed position on the VCC Board of Directors. The proposed resolution and agreement would renew the City's \$10,000 sponsorship of VCC and would renew the City's Gold-level sponsorship. Urbana's Public Arts Coordinator Rachel Lauren Storm serves as the City representative on the VCC Board.

## **Discussion**

The tourism industry provides economic gains to Urbana and Champaign County, affecting a variety of sectors. Visitors come from within the County, nearby counties, nationally, and internationally to the County for sporting events, college visits, festivals, shopping, dining, academic meetings, conferences and to visit family members. While visiting, tourists spend money at local restaurants and retail, stay at local hotels, and utilize public transportation.

VCC markets Champaign County as a whole primarily to an audience living over fifty miles from the border of Champaign County, including internationally. The tourism industry operates regionally, with visitors often frequenting establishments in multiple municipalities during a visit to the County. Hence, VCC believes that broad promotion of the University of Illinois, Urbana, Champaign, Savoy, and other locations within Champaign County directly benefits the City of Urbana as a key destination within the Champaign-Urbana-Savoy metropolitan area. VCC also promotes Champaign County as a destination for major events, tours, and trips. These marketing efforts result in direct sales to hotels, conference centers, venues, and other hospitality-related businesses within the City of Urbana. VCC also provides resources for use by visitors and residents to make more informed choices about events and activities happening in the community.

The proposed agreement is identical to the agreement entered into between the City and VCC during FY2017-2018. The \$10,000 funding level will result in recognition as a Gold Partner level for the City and will continue to ensure that the City has representation on the VCC Board of Directors, that Urbana businesses and events will receive prominent placement in VCC promotional materials, and that Urbana-based hospitality businesses and tourism professionals are given the opportunity to participate in VCC events.

The proposed agreement requires extensive reporting requirements to staff and elected officials including submittal of the VCC Work Plan (**Attachment C: VCC Work Plan for FY2017-18**) and the annual VCC Budget (**Attachment D: VCC Budget for FY2017-18**). VCC is currently operating under its prior year's work plan and budget, but will provide its updated work plan and budget to the City upon approval by its board. VCC would also be required to continue to submit quarterly and annual reports on VCC's activities, as well as a detailed year-end Partnership Report

in which VCC will outline the specific benefits received by Urbana in its first year of sponsorship at a Gold Partner level both in writing and as a presentation to the Mayor and City Council.

## **Fiscal Impacts**

The \$10,000 sponsorship for the current fiscal year has already been provided for in the current City budget.

## **Options**

The City Council has the following options with respect to this proposed agreement:

1. The City Council may approve the resolution authorizing the Mayor to execute the proposed agreement as presented.
2. The City Council may approve the resolution with changes, understanding that any changes must be agreed to by VCC.
3. The City Council may deny the resolution.

## **Recommendation**

Staff recommends that the City Council approve the attached resolution authorizing the Mayor to execute the proposed agreement.

Prepared By:

---

Elizabeth R. Horwitz, AICP  
Economic Development Coordinator

Attachments: A – Draft Resolution with attached proposed FY2018-19 VCC/City  
Promotion & Marketing Agreement  
B – VCC Gold Sponsorship Level Description  
C – VCC Work Plan for FY2017-18  
D – VCC Budget for FY2017-18

**RESOLUTION NO. 2018-07-036R**

**A RESOLUTION APPROVING AND AUTHORIZING THE EXECUTION OF A  
PROMOTIONAL AND MARKETING AGREEMENT**

**(Visit Champaign County, FY 2018-2019)**

**WHEREAS**, the City of Urbana (“City”) is a home rule unit of local government pursuant to Section 6 of Article VII of the State of Illinois Constitution of 1970; and

**WHEREAS**, the City of Urbana has determined that supporting promotion and marketing of the Urbana-Champaign region as a tourist destination provides a benefit to the City; and

**WHEREAS**, Visit Champaign County (“VCC”) is well positioned to provide those promotion and marketing services for the City and the Urbana-Champaign region; and

**WHEREAS**, the City and the VCC have previously held a relationship related to promotion and marketing services; and

**WHEREAS**, the City and VCC believe that it would be mutually beneficial to the City and VCC to renew their agreement whereby VCC would provide marketing and promotion services for and on behalf of the City and the City would reasonably compensate VCC for such services.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE  
CITY OF URBANA, ILLINOIS**, as follows:

**Section 1.**

A Promotional and Marketing Agreement by and between the City of Urbana, a Municipal Corporation, and Champaign County Convention and Visitors Bureau d/b/a Visit Champaign County, a 501c.6 Not-For-Profit Corporation, in substantially the form of the copy of said Agreement attached hereto and hereby incorporated by reference, be and the same is hereby authorized and approved.

**Section 2.**

The Mayor of the City of Urbana, Illinois, be and the same is hereby authorized to execute and deliver and the City Clerk of the City of Urbana, Illinois, be and the same is hereby authorized to attest to said execution of said Agreement as so authorized and approved for and on behalf of the City of Urbana, Illinois.

**PASSED BY THE CITY COUNCIL** this \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

AYES:

NAYS:

ABSTENTIONS:

\_\_\_\_\_  
Charles A. Smyth, City Clerk

**APPROVED BY THE MAYOR** this \_\_\_\_ day of \_\_\_\_ \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
Diane Wolfe Marlin, Mayor

**PROMOTIONAL AND MARKETING AGREEMENT**

This Promotional and Marketing Agreement (hereinafter, "Agreement") is entered into by and between the City of Urbana (hereinafter, the "City") and the Champaign County Convention and Visitors Bureau DBA Visit Champaign County (hereinafter, "VCC") (collectively, the "Parties").

WHEREAS, the City is a home rule unit of local government pursuant to Section 6 of Article VII of the State of Illinois Constitution of 1970; and

WHEREAS, VCC is an Illinois not-for-profit business league which has been granted tax-exempt status by the Internal Revenue Service pursuant to Section 501(c)(6) of the Internal Revenue Code (26 U.S.C. § *et seq.*) and which is certified by the Illinois Office of Tourism as the Local Tourism and Convention Bureau for Champaign County; and

WHEREAS, the City seeks to grow its tourism industry by entering into one or more arrangements with other persons or entities to promote and market the City as a destination, to assist in the promotion and marketing of tourism-related businesses and events located in the City, to expand the sales of existing tourism-related businesses within the City, to organize or attract major public and special events in Champaign County and assist in their promotion and marketing, and to attract new visitors to Champaign County from locations over fifty miles from Champaign County including from other nations; and

WHEREAS, VCC seeks to promote Champaign County as an overnight visitor destination and to make Champaign County the premiere destination in Central Illinois; and

WHEREAS, VCC is experienced in the promotion and marketing of Champaign County as a destination to audiences located over fifty miles from Champaign County including other nations, the organization and attraction of major public and special events in Champaign County including assistance in the promotion and marketing, the expansion of sales of existing tourism-related businesses within Champaign County, and the promotion and marketing of tourism related businesses and events within Champaign County, all of which are intended to grow the regional tourism industry; and

WHEREAS, the City and VCC seek to form a mutually beneficial arrangement whereby VCC undertakes certain promotion, marketing, recruitment, sponsoring, and staging of various tourism-related activities, events, destinations, businesses and partnerships within and for the benefit of the City and its tourism industry, and whereby the City shares in the support of VCC's regional efforts to promote all of Champaign County and improve the region's tourism industry as a whole.

NOW for good, valuable and mutual consideration which each Party acknowledges as having in hand received and for the mutual exchange of the covenants, terms and conditions contained in this Agreement, the Parties agree as follows:

**A. CITY OBLIGATIONS TO VCC:**

**1. City Funding and In-Kind Services to VCC:**

**a. City Monetary Funding to VCC:** The City shall provide VCC with certain funding which VCC may use to operate its business and also perform its duties as the Local Tourism and Convention Bureau for Champaign County as certified by the State Office of Tourism. The amount of funding which the City shall provide to VCC for such purpose in each of the following City fiscal years, each of which shall commence of July 1 and end on June 30 (hereinafter, "City FY" or "City FYs") shall be:

FY 2018-2019:           \$10,000

**b. City In-Kind Services to VCC:** Separate and apart from the funding provided for in Sub-Paragraph A(1)(a) of this Agreement, the City may at its discretion provide in-kind services at no cost to VCC, but is under no obligation to provide any such in-kind services. The City shall value any in-kind services which it provides to, for, or for the benefit of VCC based on the rates which the City customarily charges for the provision of the same or similar services in connection with special public events held within the City's corporate limits as described in Section 10.2 of the City of Urbana Policy & Procedure Manual.

**c. Collective City Funding:** Unless the context of any Paragraph or Sub-Paragraph in this Agreement provides or suggests otherwise, reference to "City Funding" or "City Funds" shall mean and include the monetary funding and any in-kind services provided for in Sub-Paragraphs (A)(1)(a) and (A)(1)(b) of this Agreement.

**2. Disbursement of Funds:** The Parties recognize and agree that it shall be a goal of VCC that, during the term of this Agreement, VCC shall undertake efforts within its own operations, marketing and other activities, as provided for in Sub-Paragraphs B(1) through B(5), to increase the representation of tourism-related events, activities and businesses located within the City as well as to increase tourism-related sales for businesses within the City. Thus, the Parties intend that VCC's receipt of City Funding shall be based in whole or in part on VCC's performance during the term of this Agreement. However, nothing herein shall be deemed or construed as barring the Parties from entering into one or more other written agreements for other VCC services which benefit the City and/or its business community and the City from compensating VCC on covenants, terms and/or conditions separate and apart from those provided for in this Agreement. To this end, the City shall disburse to VCC City Funds within thirty (30) days of the City's receipt of an invoice from VCC within the term of this agreement.

Notwithstanding anything to the contrary provided for in Sub-Paragraphs A(1) of this Agreement, VCC shall not use or expend any City Funds, whether as staff funding and/or operational funding, for political purposes and activities including, but not necessarily limited to, funding of any political action committee, funding any organization's, candidate's, or public

office-holder's political campaign, lobbying activities, or other activities which are or may be contrary to VCC's IRS Section 501(c)(6) tax-exempt status. Nothing herein shall be deemed, construed or interpreted as prohibiting VCC from engaging in any of the aforesaid political activities or lobbying activities where such activities are clearly and plainly intended to benefit the City or Champaign County as whole rather than any particular political constituency.

**3. Limits on City Funding:** Nothing in this Sub-Paragraph shall be deemed, construed or interpreted as limiting the amount of additional funding, if any, which the City may, in its sole discretion, provide to VCC for any purpose, whether specific or general in nature and whether or not pursuant to one or more separate agreements entered into and executed by and between the Parties. Any funding paid by the City in its sole discretion to VCC for the sole purpose of contributing toward any Illinois High School Association (IHSA) bid or IHSA tournament shall be held separate and apart from this Agreement.

**B. VCC'S OBLIGATIONS TO THE CITY:**

**1. Promotional, Marketing, and Sponsoring Activities:** VCC shall undertake such efforts as reasonably possible and within the limits of funding provided by the City to promote and market the City as a destination, to assist in the promotion and marketing of tourism-related businesses and events located in the City, to expand the sales of existing tourism-related businesses within the City, to organize or attract major public and special events in Champaign County and assist in their promotion and marketing, and to attract new visitors to Champaign County from locations over fifty miles from Champaign County including from other nations. Such efforts shall include but shall not be limited to promotion, marketing, recruitment, sponsoring, and staging of various tourism-related activities, events, destinations, businesses and partnerships within and for the benefit of the City and its tourism industry. Such efforts shall also be complimentary to and consistent with VCC's regional efforts to promote all of Champaign County and improve the region's tourism industry as a whole.

Further, VCC shall –

a. recognize the City as a “Gold Partner” in all of its activities and capacities in a manner that is fully consistent with VCC's official description of partnership levels and the treatment of other like organizational, municipal and jurisdictional partners of VCC (hereinafter “City Partnership Status”);

b. market and support events held within the City in a manner that is consistent with the City Partnership Status including but not limited to the following events: Urbana's Market at the Square, the Urbana's Market IN the Square, the Urbana Holiday Market, the Urbana Sweetcorn Festival, Uncork Urbana Wine Festival, the Urbana Arts Expo, Urbana First Fridays, and the CU Folk & Roots Festival in Downtown Urbana;

c. communicate, coordinate and cooperate in marketing, sales and promotion efforts with staff and officials of both the City and the Urbana Business Association (hereinafter “UBA”) in a manner that is consistent with the City Partnership Status, including but not limited to requesting information and materials from the City and UBA



for inclusion in promotional bags and packets, inviting City and UBA representatives to VCC organized or sponsored events, and including City and UBA representatives in planning and decision-making teams or committees;

d. include tourism-related businesses and venues located within the City and their representatives in all relevant promotion and marketing activities of VCC in a manner that is consistent with the City Partnership Status including but not limited to participation on planning teams, networking events, trips, tours, site visits, printed materials, informational displays, maps, business listings, emails, and social media postings;

e. generate sales leads for hotels, venues and other tourism-related businesses located within the City in a manner that is consistent with the City Partnership Status including but not limited to event attraction, sales blitzes, marketing blitzes, bid packages, networking events, trips, tabling, tours and site visits;

f. include representatives of Urbana businesses, the City and the UBA to participate in hospitality and business planning and networking activities in a manner that is consistent with the City's Partnership Status including but not limited to participation in sales, sports, tourism or hospitality councils and participation in quarterly meetings of chamber or business association professionals.

g. recognize Downtown Urbana as a destination in all relevant promotion and marketing activities of VCC, including visitors guide, maps and business listings, in a manner that is consistent with the treatment of Downtown Champaign.

h. assist the City and the UBA in establishing and seeking approvals from the State of Illinois for tourism attraction signs on Interstate 74 for major events and businesses located within the City including but not limited to Urbana's Market at the Square and the Urbana Sweetcorn Festival;

Notwithstanding anything to the contrary contained in this Sub-Paragraph B(1), all VCC promotional, marketing, staging, or sponsorship activities shall be undertaken in a manner which

a. presents the City, its officials, and its business community in a favorable light;

b. is presented in good taste and in such manner as to avoid offending the overall City residential and business community;

c. does not promote any particular religious or political positions or persuasions;

d. is presented or conducted in a manner so as not to endanger human life, health or safety.

VCC shall comply with all federal, state and City laws, rules and regulations in connection with any and all VCC activities.

**2. Board Representation:** The City's Communications Coordinator or such other person as the City's Mayor may designate shall sit on the VCC Board of Directors with full voting authority during the term of this Agreement as is consistent with the City Partnership Status.

**3. VCC Work Plan:** VCC shall develop a work plan for each of the City FYs provided for in Sub-Paragraph A(1)(a) of this Agreement and shall submit each said work plan to the City before June 1<sup>st</sup> preceding the start of the respective City FY, upon approval by VCC Board of Directors, or upon the effective date of this Agreement, whichever is latest. VCC's work plan submitted to the City for any given City FY shall include the following: (i) provide an overview of VCC's programmatic and organizational goals for the year; (ii) list specific activities and measurable objectives that VCC intends to complete over the course of the year; and, (iii) describe how such activities and objectives benefit the City and other communities being served. In the event, after presentation of each said work plan to the City, the VCC Board of Director's amends the work plan, VCC shall provide the City with any and all such amendments within seven (7) days after the VCC Board of Directors' adoption of any such plan amendment or amendments.

**4. VCC Budget:** VCC shall submit to the City an annual budget approved by the VCC Board of Directors and said budget shall be submitted at the same time VCC submits the work plan provided for in Sub-Paragraph B(3) of this Agreement. In the event VCC amends the aforesaid budget, VCC shall provide a copy of each such budget amendment to the City along with a statement of the reason therefor within seven (7) days of when VCC's Board of Directors approval of such amendment.

**5. VCC Reports to City Council:** VCC shall provide to the City Council, within forty-five (45) days following the close of each quarter of the City FY, its written quarterly report. In addition, VCC shall provide to the City Council, within sixty (60) days following the close of the City's FY, its written annual report which shall describe the activities which VCC has undertaken during the immediate past City FY that are consistent with the work plan provided for in Sub-Paragraph B(3) of this Agreement

In addition, VCC shall submit to the City, within ninety (90) days following the close of the City FY, its written annual partnership report which shall (i) describe the activities which VCC has undertaken for, on behalf of and/or for the benefit of the City, of businesses located within the City, and of events located within the City during the immediate past City FY; (ii) provide a summarized accounting of all funds received by VCC during the aforesaid City FY, including but not limited to the City Funds provided for in Sub-Paragraph A(1) of this Agreement; and (iii) provide a summarized accounting of all expenditures and disbursements made by VCC during the aforesaid City FY.

VCC shall annually provide a representative of VCC to present the aforesaid annual report and annual partnership report to and address questions from the City Council at such time as the City may direct. All reports and accountings provided in this Sub-Paragraph B(5) shall be in writing and shall appear on the letterhead of VCC.

**6. Dissolution of VCC:** In the event that VCC should dissolve or elect to cease operations for any reason after any payment provided for in Sub-Paragraphs A(1)(a) and A(1)(b) of this Agreement has been made for a City FY not then completed, then, VCC, after its payment of all just debts and obligations, shall refund to the City so much of the amount which the City provided to VCC in the City FY when it dissolves computed as a percentage of days within said City FY which have passed expressed as a fraction or percentage of the total number of days in the said City FY – i.e., 365 or 366 depending on whether the year of dissolution is a “leap-year.” For example and by way of example only, in the event that the City provided VCC with \$10,000 in the City FY 2018-2019 and VCC elects to dissolve on February 29, 2019, then the amount refunded to the City shall be computed as follows:  $(\$10,000) \times (244 \div 365) = \$6,684.93$ . However, VCC shall be relieved of its obligation to tender such refund should it be determined that state and/or federal law, rules or regulations bar the making of such refund. Separate and apart from the refund provided for in this Sub-Paragraph, in the event that VCC announces its intent to dissolve or cease operations, the City may, at its sole election and discretion cease to provide additional funds to VCC.

**C. MISCELLANEOUS TERMS:**

**1. Term of Agreement:** This Agreement shall commence on July 1, 2018 and shall expire at 11:59 p.m. on June 30, 2019.

**2. Default and Opportunity to Cure:** In the event that either Party believes that the other Party has defaulted on any covenant, term or condition contained in this Agreement, the non-defaulting Party shall provide written notice to the other Party of such default. The aforesaid written notice shall state or describe the nature of the default, whether by act or omission, and the Paragraph and/or Sub-Paragraph, as the case may be, which governs the obligation which is alleged to be in default. Within ten (10) calendar days of the effective date of such notice of default (as defined by Sub-Paragraph C(6) below), the recipient of such notice shall (i) cure the default and provide documented evidence of the nature and/or manner of such cure; (ii) respond in writing to such notice which writing shall advise that the recipient reasonably believes that it is not in default and which describes the reasons for such belief; or (iii) provides a written plan of cure in those instances where cure of a default cannot be completed within the aforesaid ten (10) calendar day period.

**3. Dispute Resolution:** In the event that the Parties cannot resolve any dispute between them, they shall submit to mediation in an effort to resolve any such dispute. The Parties shall agree on the selection of the mediator and that mediator’s rules and/or procedures shall govern any such mediation. The Parties shall share equally in the cost of the mediation. In the event that the Parties fail to resolve their dispute through mediation, then either or both Parties shall be free to initiate and maintain an action to construe, interpret and/or enforce this Agreement in the Circuit Court for the Sixth Judicial Circuit, Champaign County, Illinois.

**4. Termination:**

a. This Agreement may be terminated by the City immediately and without written notice if VCC –

(i) defaults on this Agreement without reasonable cure as provided for in Sub-Paragraph C(2) and which default/dispute is not resolved through mediation;

(ii) files a petition or is the subject of an involuntary petition for bankruptcy filed in a United States Bankruptcy Court;

(iii) files a notice of intent or other paper with the Secretary of State for the State of Illinois which evidences an intent to liquidate or dissolve;

(iv) loses its IRS 501(c)(6) status as a tax-exempt business league by reason of any act or omission on the part of VCC;

(v) loses its Illinois Office of Tourism certification as the Local Tourism and Convention Bureau for Champaign County;

(vi) becomes involuntarily dissolved for any reason by the Secretary of State of the State of Illinois and where VCC fails to apply for reinstatement within ten (10) business days of notice of such involuntary dissolution;

(vii) enters into any arrangement with creditors which could reasonably be deemed, construed, or interpreted as a common law composition with creditors;

(viii) is placed in receivership by a lawful court order;

(ix.) acts or fails to act in such a manner as would injure or likely injure the City in any way, or cast the City or any business located within the City in a negative light unless, in the case of a business, such negative light is reasonably supported by evidence (e.g., an announcement that a business has closed or moved from the City when in fact such business has moved or closed); and/or

(x) acts or fails to act in a manner which threatens or which may reasonably threaten human life, health or safety.

In the event that the City elects to terminate this Agreement for any one or more of the reasons provided in this Sub-Paragraph, the City's obligation to provide funding to VCC shall automatically cease and become wholly null and void. In addition to any other remedy which the City may have as a matter of law or right, the City shall be entitled to seek, obtain and recover a refund from VCC in an amount calculated as if VCC elected to dissolve as provided in Sub-Paragraph B(6) of this Agreement.

b. This Agreement may be terminated by either Party by giving written notice to the other Party of its intent to terminate and such termination shall be

deemed effective thirty (30) days after the effective date of such written notice (as defined by Sub-Paragraph C(7) below). Any Party providing such notice of termination shall offer the other Party an opportunity to meet and discuss such termination prior to the effective date hereunder. In the event of such termination, VCC shall refund to the City so much of those funds which the City has provided to VCC in the fiscal year in which the termination occurs computed in the manner provided for in Sub-Paragraph B(6) of this Agreement.

**5. Refund of Funds:** If any event arises which triggers VCC's obligation to refund any moneys to the City as provided elsewhere in this Agreement, VCC shall tender to the City such refund in the amount provided for in this Agreement within fourteen (14) calendar days of when the aforesaid event occurred. In the event VCC fails to tender such refund to the City within the timeframe provided herein, the City shall be entitled to interest on the said refund at the rate of nine percent (9%) per annum with interest commencing to run on the date when the City was first entitled to said refund.

**6. Indemnification:** VCC agrees to and will indemnify, defend and hold harmless the City, its elected and appointed officials, employees, agents, and assigns from and against any and all claims, suits, actions, causes of action, judgments, decrees, orders, liabilities, and defenses which arise or which may arise out of or which are or may be the direct or proximate result of any unlawful intentional, willful, wanton, grossly negligent, or negligent act or omission by VCC and/or any of its directors, officers, employees, agents, contractors, or representatives. Nothing herein shall require VCC to indemnify, defend and hold harmless the City, its elected and appointed officials, employees, agents, and assigns from and against any and all claims, suits, actions, causes of action, judgments, decrees, orders, liabilities, and defenses which arise or may arise out of or which are or may be the direct or proximate result of any intentional, willful, wanton, grossly negligent, or negligent act or omission by the City or any of its elected or appointed officials, employees, agents, or assigns.

**7. Notices:** All notices required to be given shall be in writing, and such notices shall be deemed proper and effective as hereinafter provided:

a. If by First Class U.S. Mail: All such notices shall be sent by registered or certified mail with a return receipt requested. If any such notice is placed in an envelope properly addressed to the intended recipient and bearing proper postage, such notice shall be deemed effective four (4) days from the date of placement with the United States Postal Service.

b. If by facsimile: All such notices shall be deemed effective if transmitted to the intended recipient's facsimile machine and the same shall be deemed effective on the next business day following transmission if the sender's facsimile machine provides a printed recipient that the facsimile was received by the intended recipient's facsimile machine. If no such printed receipt is provided, then the notice shall be deemed effective four (4) days after its transmission.

c. If by overnight courier: All such notices shall be deemed effective if placed in a properly addressed overnight courier envelope properly addressed to the intended recipient with delivery charges to be paid by the sender of such notice, and such notice shall be deemed effective the next business day following delivery of such notice.

d. If by personal delivery: All such notices shall be deemed effective if hand delivered by an employee of the sender to an employee of the intended recipient, and such notice shall be deemed effective on the next business day following delivery of such notice.

e. No other form of notice, including e-mail notice, shall be deemed effective whether or not such notice was in fact received by the intended recipient.

Notices shall be delivered to the following locations unless a Party informs the other Party in writing of a different location to where notices should be directed:

**TO THE CITY:**

Rachel Lauren Storm  
Public Arts Coordinator  
City of Urbana  
400 S. Vine St.  
Urbana, IL 61801

**TO VCC:**

Jayne DeLuce  
President & CEO  
Visit Champaign County  
17 E. Taylor St.  
Champaign, IL 61820

**8. Waiver:** The failure of any Party to enforce any covenant, term or condition contained in this Agreement or to take action to enforce the same shall not be deemed to constitute a waiver of that Party's right to enforce or take action to enforce such covenant, term or condition. Notwithstanding the foregoing, if a Party fails to enforce or undertake any action to enforce any covenant, term or condition contained in this Agreement and knows that the other Party has relied on such forbearance to its financial detriment, then such knowledge shall constitute a waiver by the Party which has or had the right to enforce or initiate an action to enforce such covenant, term or condition.

**9. Assignment:** Neither Party shall have the right to assign or otherwise transfer to any third person the Party's obligation to perform or the right to receive performance of any covenant, term or condition in this Agreement without the written consent of the non-assigning Party. If either Party consents to allow the other Party to assign or otherwise transfer its obligation to perform any covenant, term or condition contained in this Agreement or the right to receive the benefit of performance of any covenant, term or condition contained in this Agreement to or from a third person, then this Agreement shall be binding upon such third person as if such third person was a signatory to this Agreement, and such third person shall be deemed a "Party" as referred to in this Agreement.

**10. Human Rights:** VCC, in all respects, shall comply with the City's Human Rights Ordinance and, if requested in writing by the City, VCC shall provide such hiring information as requested by the City as if requested pursuant to the City's Equal Opportunity in Purchasing Ordinance.

**11. Representations and Warranties:** Each Party represents and warrants that the individual executing this Agreement is duly authorized to do so.

**12. Supersedious:** This Agreement shall supersede and replace any and all agreements respecting the subject matter of this Agreement, whether oral or in writing, entered into by and between the Parties heretofore.

[ END OF AGREEMENT, SIGNATURES FOLLOW. ]

**FOR THE CITY:**

**FOR VCC:**

\_\_\_\_\_  
Diane Wolfe Marlin, Mayor

\_\_\_\_\_  
Jayne DeLuce, President & CEO

ATTEST:

ATTEST:

\_\_\_\_\_  
Charles A. Smyth, City Clerk

\_\_\_\_\_  
Shayla Maatuka, Board of Directors Chair

# Partnership Levels—Gold Partner

## Gold Partner—\$10,000 and above

- One guaranteed position on the Visit Champaign County Board of Directors
- Representation on Tourism Partner page, including logo with brief listing
- Invitation to all VCC-hosted events in Champaign County
- Listing in all VCC promotional materials, including 70,000 Visitors Guides
- Listing in What's Happening e-newsletter sent to thousands of visitors and residents biweekly, plus performance reports <http://www.visitchampaigncounty.org/reports>
- Recognition in the Champaign County Welcome Center with over 3,000 annual visitors in addition to high visibility from street/sidewalk traffic
- Recognition at annual Toast to Tourism event and every community speaking engagement



## FY18 Destination Management Action Plan (November 9, 2017)

The Visit Champaign County Board of Directors approved the 2016-20 Strategic Plan in June 2016, including new mission and vision statements as stated below:

**MISSION:** *Advance the overall visitor destination experience for the greater Champaign County area, in collaboration with community stakeholders, to strengthen the local economy and quality of life.*

**MISSION ELEMENTS:** *Work collaboratively with stakeholders to transform our attraction, activities and services into an **authentic travel experience**; Serve as **the resource** for visitors and residents; Act as a **community advocate for destination management** supporting economic development.*

**VISION STATEMENT:** *Champion the greater Champaign County area as a memorable, extraordinary destination.*

**VISION ELEMENTS:** *An **essential organization** whose value is well understood; An **economic driver** of business growth; The **information and resource portal** for visitors and residents; A **collaborative facilitator** that recruits and retains business; A co-creator of a **shared community vision**.*

**FY18 OVERVIEW:** The theme this year is “a sense of place.” In the last six years, we have focused on the following themes: FY11: educate and engage; FY12: tell our story; FY13: a new business model; FY14: refine and outshine; FY15: plant new seeds; FY16: evolve; and FY17 destination management.

A main focus in FY18 is working toward the **Key Priorities** approved in the Destination 2020 strategic plan and referenced throughout this Destination Management Action Plan (DMAP):

- 1) **Choreograph a strategic destination management framework.**
- 2) **Expand reputation for excellence and credibility.**
- 3) **Drive business in our target visitor markets.**
- 4) **Build a sustainable funding model.**

VCC will continue to “tell the story” of the greater Champaign County area; report back to stakeholders through proven results; and provide excellent customer service in all areas. We must be seen as a resource that facilitates economic growth and improves the quality of life.

### FY18 FOCUS

**Administration** – A key component to further the mission of VCC is to build upon the reputation of this organization in driving economic development and improving residential quality of life. The focus this year is to increase local funding partners, increase professional development opportunities, and refine operational policies and procedures. The importance of a well-trained staff with an engaged board and volunteers will further drive the mission to attract and serve visitors. We will:

1. Move VCC to new office and establish new operations. (Key priorities: 1, 2, 3, 4)

2. Increase local partner revenues by 20% to match FY18 state grants and move further toward a sustainable regional funding model. (1, 2, 3, 4)
3. For VCC Foundation, develop goals, budget flow, bid incentives, administrative procedures, and 20% increase in revenues. (1, 4)
4. Review organizational structure, revise job descriptions, and implement search for any new full-time and intern/volunteer positions. (1, 2, 4)
5. Review flow of financial system, specific to accounts payable and receivable. (1, 4)
6. Implement quarterly team planning meetings to measure progress, evaluate metrics and schedule field trip(s) to new attractions. (1, 2)
7. Create new agreement with 40 North outlining cash and in-kind support to further their mission of nurturing arts, culture, and entertainment. (1, 4)
8. Facilitate 4 board committees: Board Development, Human Resources and Bylaws, Finance and Operations, and new Advocacy & External Relations. Host annual Board FAM (familiarization) tour with a major focus on tourism-related attractions (1, 2).
9. Provide employee benefit information sessions for any updates/changes. (1, 2, 4)
10. Increase use of IDSS (Internet Destination Sales System) for listings of and communication to board members, partners, sales and marketing contacts. (1, 3)
11. Increase use of iDSS data and research (UI, DI) in quarterly performance reports, annual report, council presentations, and all advocacy efforts. (1, 2, 3)
12. Identify other potential funding sources, specifically AirBnB tax collection and statewide legislation to add Tourism Improvement Districts. (1, 4)

**Sales** – A major contributor to driving economic growth comes from the recruitment and retention and expansion of tourism markets that drive business to the greater Champaign County area. VCC will emphasize marketing and sales efforts to attract regional and national meetings, conferences, sports, group tours, and events to our community. Through our online presence, media contacts and sales blitzes we will market local venues including hotels, facilities, and attractions. We will work collaboratively to develop coordinated marketing efforts, thus increasing nights/meals/retail for this area. We will:

1. Contract at least one NEW multiple-day adaptive sports event with at least 50 trackable overnights. (Key Priorities 1, 3)
2. Increase the number of sports leads-turned-definite, generating a minimum of 943 contracted rooms via leads from tradeshows, prospecting, sales missions or advertising. Could take place later, contracted in FY18. (1,3)
3. Contract one major conference that impacts multiple hotel properties and utilizes an offsite facility, such as State Farm Center. (1, 3)
4. Contract at least one special event that impacts multiple properties within Champaign County that must result in at least 1,000 room nights. (1, 3)

5. Increase the number of meeting leads-turned-definite by 20-percent, generating a minimum of 800 contracted rooms via leads from tradeshow, prospecting, sales missions or advertising. Could take place later, contracted in FY17. (1, 3)
6. Increase the number of international group leads-turned-definite by 30-percent, generating a minimum of 350 contracted rooms. Contract at least one group within the Chinese Market with at least 60 trackable overnights. (1, 3)
7. Work with the University of Illinois to create a program targeting Chinese travelers, particularly in the form of a summer camp or educational program (1, 3)
8. Build relationships with sport facility providers, both in identifying accessibility and reporting back economic impact numbers for new and existing events. (1, 2, 3, 4)
9. Continue to enhance VCC Servicing to provide new and exciting offerings to planners. (1, 2, 3)
10. Host bi-annual Tourism Appreciation Breakfast for our local tourism attractions to honor unsung heroes in our local tourism community. (1, 2, 3)
11. Host a one-day Tourism Summit. Promote partnerships among local businesses through Hospitality Network, working together under Outside of Ordinary branding. (1, 2, 3, 4)
12. Leverage existing infrastructure in Arts, Outdoors, Education, Technology and Agriculture to attract group visitors. (1, 2, 3, 4)
13. Raise a minimum of \$30,000 in Hotel Partner and Hospitality Network Revenue. (1, 2, 4)

**Marketing and Communications** – Marketing efforts will continue to enlighten visitors, residents, partners and more on the many ways to spend time in the greater Champaign County area. Through the re-energized visitor’s guide, new online and print advertising opportunities, travel writer initiatives, and public relations, VCC will tell our “outside of ordinary” story to leisure, group, sports and meeting travelers. Additionally, through our web and social media presence, we will create a positive image for the greater Champaign County area and market our services to those visiting or living in our community. We will:

1. Track online marketing efforts and consumer behavior using ADARA, Google Analytics and Facebook insights to better understand consumer desires and marketing campaigns. (1, 2, 3)
2. Develop additional stories to utilize on blog and in Visitors Guide to improve SEO and better enhance our story. (1, 3)
3. Build Champaign County Area Restaurant Week in January/February 2018 to showcase the many unique dining establishments in the area. (1, 2, 3)
4. Bring three travel influencers to area for FAM tours to generate and share authentic content. Utilize e-newsletter to share upcoming events and featured attractions specific to travel media. (1, 3)
5. Hold five Facebook Live events, showcasing various aspects of the community through the live video channel. (1, 3)

6. Create customized packets with new materials for niche markets, showcasing sports facilities, hotel partners, and unique venues. (1, 3)
7. Update media distribution list to ensure content is delivered to right contacts. (1)
8. Add Tuscola and the Douglas County area as a Marketing Regional Partner. (1, 2, 3, 4)
9. Look at opportunity to host our own FAM tour of influencers. (1, 2, 3)
10. Broaden exposure of new office with hosting ribbon cutting celebration in fall 2017 and Chamber Business After Hours in summer 2018. (1, 2)

**Destination Development** – The primary aim of strategic tourism planning is to bring stakeholders together and provide them with tools to work collaboratively to transform a set of attractions, activities and services into a cohesive and compelling travel experience, or destination. This can involve new or enhanced facilities, directional signage, major events and other projects. We will:

1. Promote Champaign County Film Office to producers and location scouts and work with 3–5 filmmakers from outside of the Champaign County area. (1, 3)
2. Support project involvement with downtown Champaign hotel and conference center and downtown plaza. (1, 2, 3)
3. Create and/or promote public art tour that highlights various organizations throughout the greater Champaign County area. (1, 3)
4. Evaluate all wayfinding signage and banners for the area. Work with cities to provide consistent brand signage and pole banners to support their policies. (1, 2)
5. Review area attraction “blue sign” signage and how we can maximize the efficiency of that signage to drive visitor traffic to those attractions. (1, 2)
6. Support efforts of area projects, including Allerton master plan, Kickapoo Rail Trail, Arthur Welcome Center, etc. (1, 2, 3)
7. Further promote Friday Night Live, Pygmalion, Street Fests, etc in promoting the area as a premier destination for arts and culture. (1, 2)
8. Create services at the new UI Campus Welcome Center. Enhance other welcome centers, including distribution of visitors guides to centers and area businesses. (1, 2)
9. Pursue organizational accreditation for the national Destination Marketing Accreditation Program (DMAP) facilitated by Destinations International. (1, 2, 3, 4)

In FY18, Visit Champaign County will implement its mission, vision and key priorities to ensure that we are accountable to our partners and other stakeholders. We will continue to evaluate our current services and structure to champion the greater Champaign County area as a memorable, extraordinary destination.

\*\*\*\*\*

**VCC FY18 Revised Budget**  
**Approved - 1/25/18**

Formula - do not change

<u>General Ledger Account</u>	<u>FY18 Budget Approved</u>	<u>FY18 Budget Revised</u>
<b>Income</b>		
<b>Grant Revenue</b>		
4610 - LTCB Grant Revenue	487,000.00	435,317.00
4630 - International Grant	50,000.00	41,602.55
4640 - Marketing Grant	0.00	0.00
<b>Total Grant Revenue</b>	<b>537,000.00</b>	<b>476,919.55</b>
<b>Partner Revenue</b>		
4010 - City of Champaign	346,600.00	346,600.00
4011 - City of Urbana	10,000.00	10,000.00
4012 - Champaign County	15,000.00	10,000.00
4013 - Village of Rantoul	6,000.00	6,000.00
4014 - Village of Savoy	11,500.00	11,500.00
4015 - Village of Mahomet	1,500.00	1,500.00
4016 - Village of St. Joe	700.00	700.00
4027 - City of Champaign/40 North	0.00	0.00
4030 - University of Illinois	25,000.00	25,000.00
4031 - Other Public/Private Partners	70,000.00	70,000.00
<b>Total Partner Revenue</b>	<b>486,300.00</b>	<b>481,300.00</b>
<b>Other Income</b>		
4085 - Map advertising	0.00	0.00
4085 - Visitors Guide advertising	20,000.00	20,000.00
4085 - Enhanced web listings	0.00	0.00
4085 - Restaurant Week participants	1,500.00	1,500.00
4085 - Customized itineraries	1,000.00	1,000.00
<b>4085 - Sub-total</b>	<b>22,500.00</b>	<b>22,500.00</b>
4614 - Welcome Center Retail	0.00	0.00
4650 - IHSA Football Sponsors	0.00	0.00
4651 - Shootout sponsors/gate	0.00	0.00
4652 - 27th Mile sponsors/vendors	7,500.00	7,500.00
4700 - Reserves Interest	700.00	700.00
4800 - Miscellaneous Income	1,000.00	5,000.00
<b>Total Other Income</b>	<b>31,700.00</b>	<b>35,700.00</b>
<b>Total Income</b>	<b>1,055,000.00</b>	<b>993,919.55</b>
<b>Expense</b>		
5000 - Salaries	382,777.50	373,577.50
5010 - Payroll Taxes	30,328.98	30,328.98
5020 - Retirement	22,165.85	22,165.85
5030 - Health/Group Life Ins	46,962.00	46,962.00
5050 - Insurance - Business	6,100.00	6,100.00
5060 - Office Space Lease	46,400.00	39,200.00
5070 - Depreciation	5,000.00	5,000.00
6010 - Advertising	120,865.00	120,965.00
6015 - Audit	5,000.00	5,000.00
6020 - Brochures/Newsletter	35,270.00	35,270.00
6030 - Cleaning/Misc Repair	23,600.00	23,600.00
6040 - Board of Directors	2,500.00	2,500.00
6060 - Affiliates	0.00	0.00
6061 - Affiliate Support	6,500.00	21,500.00
6100 - Dues/Subscriptions	34,885.00	34,385.00
6200 - Equip Lease/Maint	7,000.00	6,400.00
6250 - IHSA Football/Wrestling	5,000.00	5,000.00
6252 - 27th Mile/Wooden Nickel	7,500.00	7,500.00
6258 - Corvette Show/Wooden Nickel	0.00	0.00
6259 - Tourism Development Fund	25,000.00	25,000.00
6260 - Marketing	42,200.00	55,200.00
6261 - Community team meetings	4,000.00	4,000.00
6262 - External one-time events	5,000.00	5,000.00
6310 - Postage/Shipping	6,000.00	6,000.00

6320 - Printing	2,000.00	2,000.00
6330 - Professional Fees	22,500.00	22,500.00
6340 - Registration/Education	40,500.00	36,200.00
6360 - Supplies/Copy Charges	5,000.00	5,000.00
6365 - Telephone	4,400.00	4,400.00
6370 - Travel/Business	34,410.00	29,910.00
6414 - Welcome Center	5,000.00	1,000.00
6453 - Reimb to Prec Graphics	0.00	0.00
6500 - Misc Expense	1,500.00	1,500.00
<b>Total Expenses</b>	<u>985,364.33</u>	<u>983,164.33</u>

Net Income	<u>69,635.67</u>	<u>10,755.22</u>
------------	------------------	------------------