

CITY OF MARYSVILLE

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: December 9, 2013

AGENDA ITEM: Visitor and Community Information Center Services Agreement	AGENDA SECTION: New Business
PREPARED BY: Sandy Langdon, Finance Director	AGENDA NUMBER:
ATTACHMENTS: Proposed Agreement	APPROVED BY:
	MAYOR CAO
BUDGET CODE: 00100110.549000	AMOUNT: \$40,000

The City of Marysville has contracted with The Greater Marysville Tulalip Chamber of Commerce for visitor and community information services for the past nine years. The latest contract will expire December 31, 2013.

This contract coordinates the City of Marysville together with the Greater Marysville Tulalip Chamber of Commerce and the Tulalip Tribes to work together on joint efforts to foster economic growth in our community.

The proposed agreement is the same terms and conditions as the 2013 agreement, contract amount \$40,000. The new term will be January 1, 2014 to December 31, 2014. The City was successful in receiving a Hotel/Motel Grant for \$20,000 towards this activity.

RECOMMENDED ACTION: Authorize the Mayor to sign the Visitor and Community Information Center Services Agreement with the Greater Marysville Tulalip Chamber of Commerce and City of Marysville.
COUNCIL ACTION:

**VISITOR & COMMUNITY INFORMATION CENTER
SERVICES AGREEMENT**

**THE GREATER MARYSVILLE TULALIP CHAMBER OF COMMERCE
& CITY OF MARYSVILLE**

The CITY OF MARYSVILLE, a first-class municipal corporation of the State of Washington (hereinafter the “City”), with offices located at City Hall, 1049 State Avenue, Marysville, Washington, 98270, and THE GREATER MARYSVILLE TULALIP CHAMBER OF COMMERCE, 8825 34th Avenue NE, Suite C, Marysville, Washington, 98271 (hereinafter the “Contractor”), in consideration of the mutual covenants herein, do hereby agree as follows:

- I. **PURPOSE:** This Agreement covers the partial funding of a Visitor & Community Information Center which is a joint economic development project of The Greater Marysville Tulalip Chamber of Commerce, the City of Marysville and the Tulalip Tribes.
- II. **TERM OF AGREEMENT:** Notwithstanding the date of execution hereof, this Agreement shall be in effect from January 1, 2014 to December 31, 2014 both dates inclusive.
- III. **LIAISON:** The City’s officer responsible for this Agreement is Gloria Hirashima, the Chief Administrative Officer. The Contractor’s responsible person is Caldie Rogers, the President/CEO.
- IV. **SCOPE OF WORK:** See Exhibit “A” attached and incorporated herein by this reference.
- V. **PAYMENT:** Contractor shall be paid \$40,000.00 per year payable in the first quarter of 2013.
- VI. **EXTRA WORK AND CHANGE ORDERS:** Work in addition to, or different from, that provided for in the Scope of Work section, shall only be allowed by prior authorization in writing, as a modification to this Agreement. Such modifications shall be attached hereto and made a part hereof, and shall be approved in the same manner as this Agreement.
- VII. **LIABILITY AND INSURANCE:** The Contractor agrees to defend the City, hold it harmless, and indemnify it as to all claims, suits, costs, fees and liability arising out of the acts or work of the Contractor, its employees, subcontractors, or agents (including field work) pursuant to this Agreement, where such liability is incurred as a result of the actions or omissions of such parties. Contractor will obtain and maintain in force at least the following minimum insurance coverage covering all activity under this Agreement, and as to which the City shall be named as additional insured:

A. Workers Compensation	Statutory Amount
B. Broad Form comprehensive General Liability	\$1,000,000
C. Automobile Liability	\$ 500,000

Contractor specifically and expressly waives any immunity that may be granted it under the Washington State Industrial Insurance Act, Title 51 RCW. Further, the indemnification obligation under this contract shall not be limited in any way by any limitation on benefits payable to or for any third party under the workers' compensation acts.

An insurance certificate showing the coverage required under this paragraph VIII will be submitted to the City annually. The City, its officers, agents and employees shall be named as additional insured's as it respects the obligations under this agreement.

VIII. COMPLIANCE WITH LOCAL LAWS: The Contractor shall comply with all applicable laws, ordinances, and codes and statutes of the State and local governments.

IX. DEFAULT AND REMEDIES:

A. Should either party hereto believe that the other has failed to substantially perform all or a material part of its obligations under the Agreement, it shall deliver written notice to that effect to the other, specifying the alleged default and giving the other party fifteen (15) days to cure such default. Thereafter, should the default not be remedied to the satisfaction of the non-defaulting party, this Agreement may be terminated by the non-defaulting party upon seven (7) days written notice (delivered by certified mail).

B. In the event of default by either party, the non-defaulting party may, at its option, bring suit to either recover damages resulting from the default or, alternatively, seek specific performance of this Agreement.

C. Should a party file suit to enforce the provisions of this Agreement, including without limitation a suit seeking damages for default, the substantially prevailing party shall be entitled to recoup its legal expenses, including reasonable attorney's fees incurred, in connection with such effort.

D. If either party defaults without legal excuse in timely fulfilling any monetary obligation owed to the other party hereunder, the obligation shall bear 12% simple interest from the date of default until paid in full.

X. ASSIGNMENT: Neither party shall assign or delegate any or all interests in this Agreement without first obtaining the written consent of the other party.

XI. VENUE STIPULATION: This Agreement has been and shall be considered as having been made and delivered within the State of Washington, and shall be governed by the laws of the State of Washington both as to interpretation and performance. Any action in law or equity, or judicial proceeding for the enforcement of this Agreement or any of the provisions contained therein, shall be instituted and maintained only in Snohomish County Superior Court, Everett, Washington.

XII. STATUS OF CONTRACTOR: Neither the Contractor nor personnel employed by the Contractor shall acquire any rights or status in the City's employment, nor shall they be deemed employees or agents of the City for any purpose other than as specified herein. Contractor shall be deemed an independent contractor and shall be responsible in full for payment of its employees, including workers' compensation, insurance, payroll deductions, and all related costs. Further, Contractor represents that it is customarily in the business of providing the services described in this Agreement, has its own place of business, is eligible for and does file with the Internal Revenue Service a schedule of business expenses, has established an account with the State Department of Revenue and has received a unified business identifier number, and maintains a separate set of books and records for such business.

EXECUTED, this the _____ day of _____, 2013, for the Contractor,
THE GREATER MARYSVILLE TULALIP CHAMBER OF COMMERCE:

President/CEO

EXECUTED, this the _____ day of _____, 2013, for the
CITY OF MARYSVILLE:

Mayor

Attest: _____
Deputy City Clerk

Approved as to form:

City Attorney

EXHIBIT A

VISITOR & COMMUNITY INFORMATION CENTER

SCOPE OF WORK

The goal of the Visitor & Community Information Center (VCIC) is to strengthen area economy by promoting the greater Marysville Tulalip area as a desirable place to visit whether for leisure, business, or culture with a focus on enhancing the visibility and growth of businesses within the visitor market; and 2) promoting the greater Marysville Tulalip area as a desirable place to invest and live in.

Free travel and recreation counseling services will be provided to visitors and residents 9:00 a.m. to 5:00 p.m., seven days a week from Memorial Day through Labor Day and Mondays through Fridays from Labor Day to Memorial Day. Free community and business information will be provided to residents, current and potential investors and businesses year-round Mondays through Fridays from 9:00 a.m. to 5:00 p.m.

A summary of contacts and services rendered will be tracked and reported monthly in writing to the City's project manager.

The Chamber's scope of work regarding the Visitor & Community Information Center will include:

- Organize and coordinate an ongoing Volunteer Travel Counselor Development Program to include recruitment, placement, training, supervising, recognition and evaluation of volunteers;
- Plan and direct the activities of the Visitor & Community Information Center including: developing a comprehensive information network, monitoring and updating changes in information, collecting and distributing literature and materials, providing promotional display areas in the Visitor & Community Information Center, and providing Voter's Registration services;
- Develop cooperative relations with local and statewide chambers of commerce, information centers, visitor and convention bureaus, local community service organizations, other tourist attractions and the State of Washington's Division of Tourism, providing an environment required to adequately respond to requests from visitors, locals and businesses for information and referrals;
- Coordinate approved public use of chamber facilities including scheduling use, supervising and monitoring use, assisting users as required, and identifying and reporting safety and maintenance concerns;

- Maintain and distribute literature and materials reasonably required for the proper and efficient operation of the Visitor & Community Information Center;
- Collect and display tourism and recreation promotional videos;
- Maintain a record keeping system, resource library and community information data bases;
- Manage the administrative functions of the Visitor & Community Information Program including: recruiting, hiring, training, supervising and evaluating the Visitor Services staff, includes full-time, part-time, temporary, interns and students.
- Serve as a distribution point for materials generated and provided by the City's economic development committees.
- Assist the City's economic development efforts by providing available information to committees as requested.
- Direct businesses seeking relocation to the City's Community Development Director or appropriate City staff.
- Provide a monthly report documenting businesses seeking location and/or relocation to the region.
- Work collaboratively with City staff to ensure that efforts are not duplicated and enhanced services are provided to both parties.

In an effort to keep all parties informed with the progress and successes of this agreement the parties agree to the following:

- The Chamber President will meet on a monthly basis with the City's Chief Administrative Officer to ensure adequate lines of communication exist between both parties.
- The Chamber President/CEO and four Chamber Board members will meet with the Mayor, Chief Administrative Officer and three Council members, on an annual basis to review the status of the contract.

VISITOR & COMMUNITY INFORMATION CENTER
SERVICES AGREEMENT

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THE GREATER MARYSVILLE TULALIP CHAMBER OF COMMERCE:

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Mayor

Attest: _____
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Approved as to form:

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Marysville Tulalip Visitor Information Center Growth From Opening through 2011

Annual Comparisons	VIC	Statistic 2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Volunteers (Avg.)		20	21	34	24	26	21	24	23	22	24
Volunteer Hours		2,136	5,166	2,270	6,100	2,886	3,977	5,787	5,937	5,718	5,947
Training Hours		92	172	135	192	190	218	297	389	475	828
Walk in Visitors		1,706	11,012	5,011	16,339	17,581	16,706	20,983	22,323	25,260	26,889
Phone Inquiries									7,536	9,460	10,224
Conference Room		520	971	276	675	724	575	1,255	1,161	1,138	757
Business Relocation		46	131	2	1,604	189	95	219	166	158	125
Personal Relocation		147	225	37	46	316	147	355	471	375	224
Email Inquiries					12,298	15,454	16,562	27,682	26,477	27,555	27,447
Web-Site Visits					6,358	31,225	34,503	41,225	29,719	53,561	61,997
Web-Hit					12,894	401,876	451,989	759,223	831,387	906,009	785,608
Total All Inquiries		2,419	12,339	5,326	50,214	467,365	520,577	850,942	947,321	1,029,731	920,070

Visitor Information Center Site Statistics from Snohomish County Tourism Bureau for 2011

	Edmonds Visitor Bureau	Everett Area Chamber	Marysville Tulalip Chamber	Monroe Chamber/VIC	SCTB Office	South County-Heritage Park	North County-Arlington/Smokey Point	East County-Snohomish	Everett VIC	Sky Valley VIC
# of Volunteers	19		24		2	29	14	33	15	10
Volunteer Hours	2,743		5,947		58	4,305	1,808	3,581	2,767	1,197
Walk-in Visitors	2,738		26,889		151	4,716	1,484	7,109	1,739	5,511
Phone Inquiries	1,351		10,224		326	109	13	296	187	2,303
Mail Requests	76				53				22	122
E-mail Inquiries	24		27,447		641				38	264
Web-Site Visits			61,997							
Web Hits			785,608							
Total Inquiries	6,951		❖ 918,136	8,824	1,182	9,159	3,319	11,019	4,768	9,407

❖ This total does not include our Training Hours, Conference Room use, or Business and Personal Relocation requests.

*Snohomish County Tourism Bureau statistics do not include training hours, conference room, business and personal relocation.

The Greater Marysville Tulalip VIC Statistics

2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Volunteers	19	21	24	25	22	22	21	27	20	21	21		243
Volunteer Hours	265	332	390	364	331	252	391	456	987	300	268		4336
Training	41	36	32	8	0	12	16	24	16	16	0		201
Conference Room	66	77	65	76	73	74	71	37	47	45	50		681
Walk-In Visitors	358	414	714	874	728	1873	1579	1825	917	600	987		10869
Phone Inquires	131	176	347	210	254	222	882	902	814	619	462		5019
Business Relocation	12	5	9	14	10	12	13	3	12	8	4		102
Personal Relocation	34	14	8	32	30	17	15	8	7	17	7		189
E-Mail Inquires													0
Web-Site Visits													0
Web-Hits													0

Source: Dec. 4, 2012 letter from the Greater Marysville Tulalip Chamber of Commerce