

CITY OF MARYSVILLE AGENDA BILL

EXECUTIVE SUMMARY FOR ACTION

CITY COUNCIL MEETING DATE: 5/11/15

AGENDA ITEM: Professional Services Agreement between City of Marysville and Greater Marysville Tulalip Chamber of Commerce	
PREPARED BY: Gloria Hirashima, Chief Administrative Officer	DIRECTOR APPROVAL:
DEPARTMENT: Executive	
ATTACHMENTS: 1. Chamber of Commerce Grant Request	
BUDGET CODE:	AMOUNT: \$40,000

SUMMARY:

The Chamber of Commerce is embarking on an aggressive campaign to strengthen Marysville’s business climate. They are requesting a partnership from the City of Marysville to provide updated services and information that will be compelling to Marysville businesses. Based on recent member surveys, the Chamber has identified some key areas for improvement. These include strengthening their website presence, communication and marketing to current and new members and offering information and services that would promote increased membership and networking opportunities.

The attached letter identifies their request for \$40,000 and proposed utilization. The Chamber has indicated a desire to address concerns of the Marysville City Council from prior years.

The City Council budgeted funds for 2015 for economic development that could be directed to the proposed funding request. The City could structure a Chamber Services contract to identify specific goals and monitoring to ensure accountability to the projects and their outcomes.

RECOMMENDED ACTION:

If Council concurs with the proposal, direct staff to prepare a Chamber Services contract to award the request.



April 28, 2015

Gloria Hirashima
City of Marysville
1049 State Ave.
Marysville, WA 98270

Re: Chamber Grant Request

Dear Ms. Hirashima:

Enclosed please find our 2015 Grant Request outlining the proposed use of funds to help strengthen the Marysville economic vitality by promoting businesses joining our local Chamber of Commerce and showing them the value of developing and maintaining a positive consumer perception.

1. Website Updated - \$10,000

- Chamber members need to remain relevant online, we plan to do so by offering a program that reaches out to new audiences. Our outreach will connect them with prospective customers, and this can satisfy their marketing needs. To accomplish this, we need to update our current Chamber website. It is outdated and lacks features that allow ease-of-use and SEO ranking on most search engines.
- The update would be \$10,000 through our current website provider, Chamber Master. The improvements will be most noticeable in the Member Directory, also in the member's additional options and our landing pages. The website will also be "Responsive" which allows it to be viewed on any device, tablet or phone. With 70% of website visitors using their cell phones to view the internet, it is important we stay current and user-friendly.

2. Communications Coordinator Intern - \$20,000

- We would also like to hire a Communications Coordinator Intern using our partnership with the Washington State University's Communications Program. We have had the opportunity to post a job listing with them, collect applications and interview applicants. We have narrowed down our search to a student with several years of marketing experience with non-profits and community based groups. She will assist in the website re-development. She will update our weekly e-newsletter to be more reader friendly and help develop materials and content for public outreach and marketing efforts. This will also satisfy her internship requirement for her degree. With your approval, we would offer her \$20,000 for her work with us this year.

3. Scholarships - \$10,000

- Lastly, we would like to offer a Scholarship program to the businesses in the City of Marysville. This will be a program for new, young or small businesses that are being under-represented at our Chamber. The focus will be on businesses that are 1 year old or newer, or who are run by the owner/operator. We would like to help this type of business because it doesn't allow for as much community involvement and marketing of their business for growth and development. We see this as an opportunity to assist the local businesses in their marketing strategy. We can advertise their services and highlight their expertise, as well as include them in our event planning and tourism promotions.
- Our Chamber memberships average at \$475. (base price, plus employees, and set-up fee) So we are estimating that we should be able to give sponsorships to 20 businesses within the City of Marysville.
- This would be an application processes and be awarded to the first 20 businesses that apply. We will market this program using our website, newsletter, announcements at our Business Before and After hours events.

The Chamber is requesting a total sum of \$40,000 to cover all of these projects and programs.

Please feel free to contact us regarding any questions you may have regarding this outline.

Thank you for your help and consideration.

Sincerely,
Marysville Tulalip Chamber of Commerce

Jesica Stickle
President/CEO



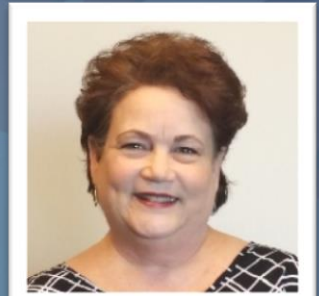
State of the Chamber

2015

Who Are We Now...

Our Chamber Staff

- ▶ **Jesica Stickles – President/CEO – 2015**
- ▶ **Mary Jane Harmon – Director of Administration – 2014**
- ▶ **Sherri Hicks – Administrative Assistant/Trainer – 2015**
- ▶ **James Eubanks – Membership Development – 2014**



Who Are We Now...

Visitors Information Center (VIC)

- ▶ **18 Volunteers**
- ▶ **Walk-in visitors 275/m**
- ▶ **Also Call-in, Email, Request Personal relocation packets, and Business relocation packets.**
- ▶ **Averaging 206 Volunteer Hours/m**
= \$4650.00/m



Who Are We Now...

Internship

- ▶ **3 Interns**
- ▶ **On site trainer**
- ▶ **Office Skills Development**
- ▶ **New Interns**



Who Are We Now...

Board of Directors

► Officers

- Chairman – Will Ibershof (Waste Management NW)
- Chairman Elect – Perry McConnell (Hansen, McConnell & Pellegrini, Law firm)
- Vice Chairman – Terri Gobin (TERO)
- Treasurer – Robyn Warren (Langabeer, McKernan, & Burnett, CPA)
- Past Chairman – John Bell (Willis Hall Wines)

Who Are We Now...

Board of Directors

► Directors

Al	Aldrich	Strategies 360
Dom	Amor	Puget Sound Energy
Jessica	Joseph	The Red Sky Agency, Inc.
Dr Becky	Berg	Marysville School District
Ken	Kettler	Tulalip Resort Casino
Dennis	Niva	92 nd St Church of Christ
Lance	Curry	Edward Jones
Becky	Mulhollen	Wallick & Volk Mortgage Bankers

Who Are We Now...

Board of Directors

► Directors continued

Jack

Rob

Ex-Officios:

Gloria

Lt. Col. Harold

Cmdr. Jeff

Greg

Gordon

Schumacher

Toyer

Hirashima

Brodin

Caulk

Kanehen

Sansaver

Snolsle Libraries

Toyer Insurance Group

City of Marysville

Salvation Army

Naval Station Everett

Marysville Free Methodist Church

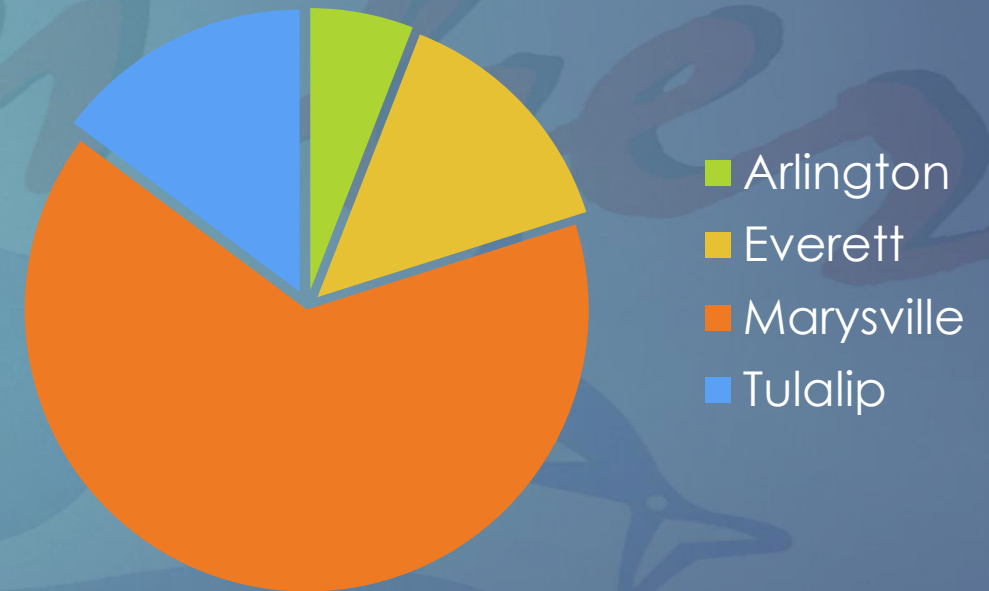
Int'l Union of Painters & Allied Trades

Who Are We Now...

Our Membership

- ▶ **185 Businesses**
- ▶ **Made up of Private Industry, Government, Military, and Non-profits**

Office location



Who Are We Now...

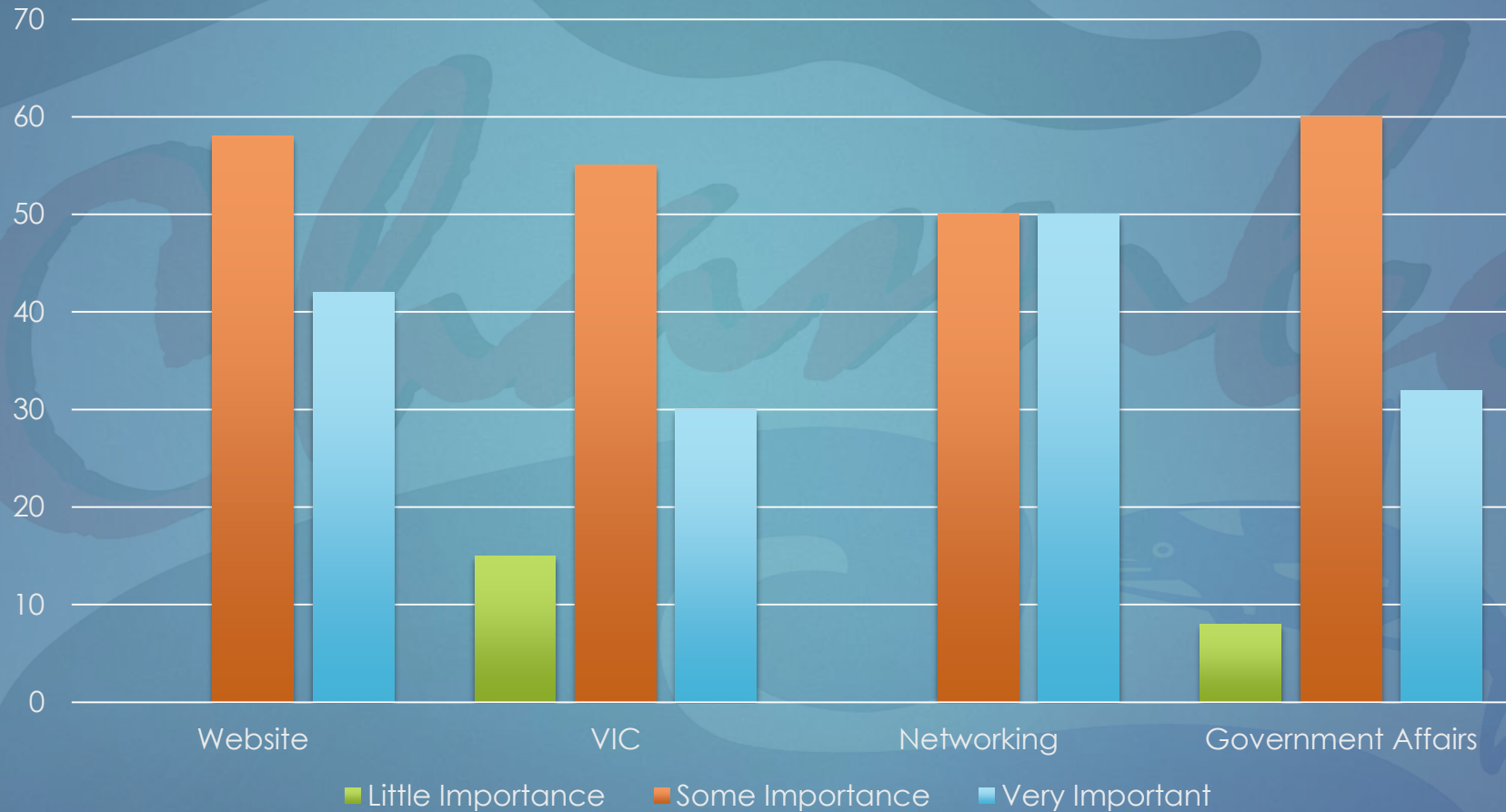
Our Membership

- ▶ **9080 Full Time Employees**
- ▶ **1549 Part Time Employees**

10,629 TOTAL SERVED

You Asked For It...

Chamber Survey Results 2014



New Events

Networking

- ▶ **B2B – Business to Business**
- ▶ **85 attendees at our March B2B**

Upcoming:

- ▶ **Sept B2B**
- ▶ **Plans to offer 3 B2B events next year**



New Events

Carnival

► **Date:** Thursday July 9th – Sunday July 12th



Cleanest Show in the West!

New Events

May Day Blitz

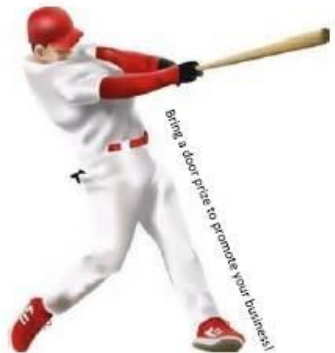
- ▶ **Date:** May 1st 2015
- ▶ **Time:** 9:30- 12:00pm
- ▶ **Start at :** Chamber office
- ▶ **End at:** Living Room Coffee House –
State St and Grove



New Events

Swing into Spring

► **Date:** Thursday May 14th, from 5-7pm



THE GREATER MARYSVILLE TULALIP
Chamber
THE Voice & Resource for Business

PRESENTS
Business After Hours
Networking Event
“Swing into Spring”

*Networking with businesses from 5
Chambers, Refreshments, No cost,
Bring 50+ business cards!*

AGENDA

- 5:00 – Doors Open
- 5:15 – Organized Networking
- 5:30 - Open Networking
- 6:30 Door Prizes and Commercials

Questions, to volunteer, or to make donations, please call or email
Christa Smith - (425) 422-1177 or
christa@savvybrandbuilder.com

Thursday, May 14th, 5-7pm
At the Pilchuck Events Center

Holiday Inn Express – 8606 36th Ave NE, Marysville, WA 98270

New Events

Website

- ▶ Promoting your Business
- ▶ Hot Deals
- ▶ Job Postings



Which one would you start with?

Insurance

6 items found

Search Criteria: **Category**

print

new search

- | | |
|------------------|---|
| HOT DEALS | American National Insurance
514 State Ave, Ste. 203 Marysville, WA 98270
360-651-7707 |
| | Association Benefits Corp. - Bill Yeager
P.O. Box 13170 Mill Creek, WA 98082-1170
(888) 538-9534 |
| | McKeon Financial
1507 172nd Street NE, Suite 201 Marysville, WA 98271
(360) 652-4244 |
| | Mosaic Insurance Alliance LLC Visit our Website
2122 164th St SW, Ste 301 Lynnwood, WA 98087
(425) 320-4280 |
| | State Farm-Dominic Herrick
2730 172nd Street NE Suite 104 Marysville, WA 98271
(360) 312-3733 |
| | Toyer Insurance Group LLC
4214 76th Dr. NE MARYSVILLE, WA 98270
(425) 760-9471 |

6 items found

New Events



Social Media

▶ Like us on Facebook:

The Greater Marysville Tulalip Chamber

▶ Events Photos, Upcoming Events, Polls, Contests and Give-a-ways.





www.MarysvilleTulalipChamber.com

LIKE US ON FACEBOOK

TheGreaterMarysvilleTulalipChamber