



Date: May 3, 2021
To: Los Gatos Town Mayor and Council
From: Los Gatos Chamber of Commerce
Subject: Explanation of Chamber & Visitor Information Center

The Town's Visitor and Information Center – Explanation

- The Town's Visitor and Information Center and the Chamber of Commerce are located in the same office at 10 Station Way.
- The Chamber of Commerce oversees and manages the Visitor and Information Center. It is fairly common for Chamber of Commerces and Visitor Information Centers to operate this way. Some towns host their own Visitor Centers, while others have two completely separate entities.
- The majority of Visitor Centers in California are funded by the TOT collected by the town or city. Typically, a percentage or an exact amount is appropriated to the Visitor Center each year to cover the expenses of all destination marketing, programs and projects and to pay for staff and property rental and maintenance costs. Los Gatos does not operate this way. Our TOT tax goes directly into our General Fund.
- The Town of Los Gatos has an agreement with the Chamber to operate the Visitor and Information Center. As of 2019, the Town gives the Chamber \$55K to cover all expenses incurred by the Visitor Center. See Exhibit A for Scope of Services and Budget.
- The Town's grant of \$55K barely covers the cost of rent, staff, public restroom, maintenance and supplies.
- 2020 -2021 was obviously different from the previous years. Because of the pandemic we became more of an information center for our own residents.
 - We were able to open safely as an essential business 5-6 days per week. In fact, we never closed. We staffed our phones from 9 a.m. to 5 p.m. everyday and were available to all people needing assistance on any business or health and wellness related issue. We also maintain the one public restroom in Town.
 - As we head into post-Covid Recovery, the Visitor and Information Center staff plans to once again focus on attracting tourists to Town. Currently we are working on a few programs with our local hotels and with Visit California.
- The Town's Visitor and Information Center is responsible for all destination marketing to attract tourists to town. Over the past 2 years we have utilized the Experience Los Gatos media accounts to enhance Destination Marketig.
- We have recommended more funding specifically for Destination Marketing for the last few years, however we have never received funding for this endeavor. The Chamber fills in where it can and generously utilizes a portion of membership and special event revenue for destination marketing efforts.

EXHIBIT A

LOS GATOS VISITOR INFORMATION CENTER: \$55,000

All services rendered as part of this scope of services under the function of the Los Gatos Visitor Information Center, shall be to the benefit and promotion of Town-wide stakeholders including businesses, residents and visitors.

The following services and information will be coordinated and provided by the Chamber of Commerce (Chamber) as a part of the operations of the Los Gatos Information Center:

- Offer Los Gatos Information Center services from the Chamber of Commerce offices 40 hours a week, 52 weeks a year except for scheduled holiday closures.
- Respond to Los Gatos visitor and resident inquiries regarding shopping, dining, lodging, events, relocation, general commerce, and other related visitor information topics.
- Coordinate and distribute various Los Gatos marketing materials such as maps, guides, and wayfinding collateral that is open to and inclusive of all applicable businesses and business districts, and not exclusive to Chamber of Commerce membership. Marketing materials are not required to be printed and may be formatted as the market demands including social media, online, electronic notifications, email, etc.
- Assist with the assembly and distribution of Los Gatos relocation packets in coordination with the Town.
- Promote Town events in Chamber marketing materials including email notifications and newsletters.
- Maintain a dedicated “Experience Los Gatos” webpage within the Chamber’s website in which visitors to the Town’s website will be redirected and be able to access information relating to Los Gatos merchants, restaurants, lodging, entertainment, and parking guides, inclusive of both Chamber and non-Chamber member businesses.
- Allow Town meetings with the business community to be conducted at the Chamber offices during mutually agreed upon times and days.
- Provide an annual reports in May that accounts for services rendered under this agreement.
- Invoice the Town for payment of services as described in the attached agreement.

Updated Budget as of May 3, 2021:

Rent (1/3 of rent)	19,200
Staff (40 per week at \$13.00 min. wage)	27,040
Mailing visitor info	500
Dining Guide	1,000
Lodging & Event Guide	1,000
Discover Lost Gatos	500
Summer Event Guide	1,000
Town Maps	2,000
Banner Hanging	6,000
Holiday Decorations	4,000
Restroom maintenance, supplies	1,200
TOTAL	\$61,200
Social Media Marketing- 1 year (unfunded, but the Chamber paid from its own budget)	\$36,000