



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 06/15/2021

ITEM NO: 7

DATE: June 7, 2021
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Authorize the Town Manager to Execute an Agreement for Services with the Los Gatos Chamber of Commerce to Manage the Town's Visitors Information Center Including a Visit Los Gatos Website, and Assist with Related Community Vitality Initiatives as Outlined in the Scope of Services in an Amount Not to Exceed \$55,000.

RECOMMENDATION:

Authorize the Town Manager to execute an Agreement for Services with the Los Gatos Chamber of Commerce to manage the Town's Visitors Information Center including a Visit Los Gatos website, and assist with related community vitality initiatives as outlined in the Scope of Services in an amount not to exceed \$55,000.

BACKGROUND:

In 2001, an agreement for services with the Los Gatos Chamber of Commerce was first executed to include the operation and management of the Town's Information Center as well as coordination of the Town's annual Leadership Los Gatos program. Annual renewals with modifications as needed have been approved by the Council every year thereafter.

The contract amount has increased over time. Most notably for FY 2019/20, the amount increased from a not to exceed amount of \$45,000 to a not to exceed amount of \$60,000, allocated as \$55,000 for Visitor Information Center Services and \$5,000 for the assistance with the Town's Leadership Los Gatos program. This FY 2019/20 agreement for services included a Scope of Services with deliverables and bi-annual reporting required to be submitted by the Chamber accounting for the services rendered. For the following fiscal year (FY 2020/21), the Town Council provided \$55,000 to the Chamber as a subsidy for managing the Town's Visitor's Information Center and assisting with related community vitality initiatives.

PREPARED BY: Monica Renn
Economic Vitality Manger

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

BACKGROUND (continued):

This switch was made to provide the Chamber of Commerce with flexibility during the pandemic. The Town Council understood that the shopping, dining, and entertainment environment was drastically different than typical years, thus approved the subsidy so that the Chamber could remain nimble and serve the community as they saw fit through the various stages of the pandemic. Additionally, no new Leadership Los Gatos class was established in FY 2020/21, as the prior year's final sessions were postponed to late fall of 2020 in a virtual model.

On May 4, 2021, the Town Council allocated \$55,000 of the American Recovery Plan Act (ARPA) funds to the Chamber of Commerce to assist with emergency destination marketing to provide a jumpstart to community vitality efforts. When this money was allocated, the Town Council noted that this annual agreement for services would be forthcoming and that it was necessary to show a distinction between the services rendered under the funds allocated for the emergency destination marketing, and the services rendered under the Chamber's annual agreement to facilitate the Town's Visitors Information Center. Town staff will execute separate agreements for each funding allotment to provide clarity and distinction of service deliverables.

DISCUSSION:

Attachment 1 contains the draft Agreement for Services including Exhibit A, Scope of Services for the Chamber of Commerce to coordinate and operate the Town's Visitor's Information Center, including a Visit Los Gatos website. With these services, the Chamber will provide advertisement and broad marketing outreach in the form of Social Media, Google Ad Words, website boosts, and other marketing efforts that drive traffic to the Visit Los Gatos webpage.

Another key component of the Scope of Services is that the service rendered result in the Visit Los Gatos webpage becoming a top hit for webpage options when residents, visitors, and other stakeholders search the web for terms such as: visit Los Gatos, Los Gatos events, things to do in Los Gatos, Los Gatos restaurants, places to stay in Los Gatos, etc. In addition, the Chamber will continue to provide in-person Visitor Center services in the heart of downtown.

Through conversations with the Chamber of Commerce, the Chamber has relayed that future Visitor Information Center Services may require an increase in funding. As shoppers, diners, and other visitor behavior shifts, the need for a strong web and social media presence increases and the Chamber relies on outside vendors and other industry professionals for assistance with some of this programming. Due to the availability of the ARPA funds, the Chamber is able to split the duties this year between the two funding sources and will provide reporting to confirm the appropriate use of both funding sources. Thus, staff is presenting a single year agreement so that future years' needs may be assessed at a later date.

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SUBJECT: Chamber of Commerce Agreement for Services

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CONCLUSION:

Authorize the Town Manager to execute an Agreement for Services with the Los Gatos Chamber of Commerce to manage the Town's Visitors Information Center including a Visit Los Gatos website, and assist with related community vitality initiatives as outlined in the Scope of Services in the amount not to exceed \$55,000.

FISCAL IMPACT:

The funds for this agreement of service do not exceed \$55,000 and have been previously appropriated by the Town Council in the adopted budget for FY 2021/22.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachments:

1. Chamber of Commerce Agreement for Services for FY 2021/22 including Exhibit A – Scope of Services