



## Legislation Text

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**File #:** 18-634, **Version:** 1

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**TO:** Mayor and Commissioners  
**FROM:** Caryn Gardner-Young, Assistant City Manager  
**THROUGH:** Mark R. Lauzier, City Manager  
**DATE:** September 25, 2018

RESOLUTION NO. 122-18 AGREEMENT BETWEEN THE GREATER DELRAY BEACH CHAMBER OF COMMERCE AND THE CITY OF DELRAY BEACH FOR A MAXIMUM OF ONE YEAR IN AN AMOUNT NOT TO EXCEED \$125,000 FOR HOMETOWN EVENT MARKETING, DESTINATION MARKETING AND ADMINISTRATIVE COSTS

**Recommended Action:**

Motion to approve Resolution No. 122-18 for an Agreement between the Greater Delray Beach Chamber of Commerce and the City of Delray Beach for a maximum one year in an amount not to exceed \$125,000 for Hometown Marketing, Destination Marketing and Administrative Costs.

**Background:**

The Delray Beach Marketing Cooperative Board (DBMC) took a proactive stance in succession planning due to the concern that the Florida legislative may forbid Community Redevelopment Agencies (CRA) from paying for marketing and special events production. The Delray Beach CRA in the past years has paid over \$300,000 a year to the DBMC for these types of services. Therefore, if the State prohibited the Delray Beach CRA from providing this amount of funding to the DBMC, the DBMC would not be able to provide the services it was created to provide.

As a result, talks began between the DBMC Staff and the Greater Delray Beach Chamber of Commerce (Chamber) Staff to see if the Chamber could absorb the programs and services presently provided by the DBMC. The Chamber sent a letter to the City on August 21, 2018 (Please see attached letter) stating that the Chamber will take over responsibility for Destination Marketing and would also be responsible for production, management, marketing and communications of the City's Hometown events and running of the day to day operations of the Christmas Tree during the month of December, New Year's Eve and July 4<sup>th</sup> Events if the City provides funding in the amount of \$125,000. Although the attached letter requests a multi-year funding agreement, City staff is only proposing a one year agreement to address the events that are approaching shortly.

The Agreement was drafted to be flexible. It will guarantee four months' worth of funding to ensure that the 2018 Holiday and New Year's Eve events are held. After January 31<sup>st</sup>, the Agreement converts to month-to-month funding so all parties including the DDA, CRA, Chamber and City can determine how July 4<sup>th</sup> and events in 2019 will be handled and by whom.

There is a City Commission Workshop planned to discuss the City's long term relationship and financial commitment to the Chamber on October 9, 2018.

**Timing of Request:**

To ensure that the December and January Hometown events are held, the monies must be provided starting with October.

Attachments:

1. Resolution
2. Chamber Letter dated August 21, 2018