

ORDINANCE NO. 99-87 AC CMS

AN ORDINANCE APPROVING AN AMENDED AGREEMENT WITH THE OBERLIN AREA CHAMBER OF COMMERCE FOR THE PROVISION OF PROMOTIONAL ACTIVITIES TO THE CITY OF OBERLIN, OHIO, FOR THE 1999 CALENDAR YEAR AND DECLARING AN EMERGENCY

BE IT ORDAINED by the Council of the City of Oberlin, County of Lorain, State of Ohio, five-sevenths (5/7ths) of all members elected thereto concurring:

SECTION 1. That the proposed amended agreement between the City of Oberlin and the Oberlin Area Chamber of Commerce for the provision of promotional activities to the City of Oberlin for the 1999 calendar year, a copy being attached hereto as Exhibit A, is hereby approved, and the City Manager is hereby authorized and directed to execute same on behalf of the City.

SECTION 2. It is hereby found and determined that all formal actions of this Council concerning or relating to the adoption of this ordinance were adopted in an open meeting of this Council and that all deliberations of this Council and of any of its committees that resulted in such formal action, were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

SECTION 3. That this Ordinance is hereby declared to be an emergency measure necessary for the preservation of the public peace, health, and safety of the citizens of the City of Oberlin, Ohio, to wit:

"to authorize additional promotional activities to benefit the City of Oberlin as soon as possible", and shall take effect immediately upon passage.

PASSED: 1st Reading - December 6, 1999 (E)
2nd Reading -
3rd Reading -

ATTEST:


CLERK OF COUNCIL

acting


CHAIR OF COUNCIL

POSTED: 12/7/99

EFFECTIVE DATE: 12/7/99

Proposal to Oberlin City Council
RE: City Bed Tax Funding: re-allocation of funds

November 15, 1999

Revised November 22, 1999

This proposal is a request to reallocate bed tax funds appropriated for 1999 by the Oberlin City Council under the City's ordinance number 87-80 AC CMS, which states that the purpose of the bed tax revenues is "to provide funds to promote Oberlin to potential visitors, tourists and/or special event or meeting participants by means of advertising, news coverage, posters, brochures or other promotional techniques."

Original allocation:

\$15,000 for City's share of salary, full-time Main Street Manager
5,500 brochures
\$20,500

Requested re-allocation (Detail follows on page 2) :

\$15,000 brochures
2,000 Holiday Open House activities
2,000 upgrade and expand downtown holiday lights
1,000 Year 2000 street banner project
500 other
\$20,500

REVISION: *It is proposed that the re-allocation of \$1,000 requested above for banners be used instead for the purpose of having Stewart Advertising begin shooting video footage for a to-be-done television advertisement to promote Oberlin. The ad would be broadcast on cable stations. It is envisioned that scenes of the City at different times of the year would be shot so as to show the different seasonal faces of Oberlin. If the project were undertaken now, the producers could capture scenes of the Christmas Tree lighting and other holiday events.*

Rationale:

Because of delays in hiring the full-time Main Street Manager/Chamber Executive Director, the allocated bed tax funds will not be spent for this purpose in 1999. However, the need for additional material to develop a unified marketing theme for downtown Oberlin has recently become evident in two sectors: attracting new businesses to the downtown area, and, secondly, the continuation and augmentation of promotional efforts oriented toward tourism, at least a portion of which has been dependent on the existence

of viable and attractive downtown businesses. We expect that our budget process for Year 2000 will be complete within the next two weeks and that we would have available \$15,000 in bed tax funds for the city's contribution to the salary of the Downtown Manager/Chamber Executive Director.

Detail

1. Brochures
2. Holiday Open House
3. Holiday Lighting
4. ~~Y2K~~ Street Banner Project Video Advertisement
5. Other

1. Brochures

25,000 full color 4" x 9" 3-panel pocket folder brochures will be printed, a quantity which would allow distribution through ODOT Visitors Centers, 1-800-BUCKEYE, Oberlin Chamber of Commerce, Lorain County Visitors Bureau, and through Oberlin College's extensive mailings to prospective students and their families. Brochures would showcase places to visit and to shop and activities to explore. Cost: design, photography, copy writing, layout, proof: \$2,200; printing, \$10,700; inserts, \$3,000. Total: \$15,000

2. Oberlin Holiday Open House, Sunday, November 21, 1999 in Downtown Oberlin

Sponsored by the Oberlin Marketing & Promotion Committee. Free to the public events including: Oberlin Merchant Holiday Open Houses; Family Entertainment about Town, Art Exhibitions & Demonstrations, Opera, Family Matinee, Music; Oberlin College Can Consortium at 6 PM; Holiday Lighting Parade featuring Pokemon, Teletubby, & Blue's Clues characters, and SANTA at 6:30 PM. Contributions of approximately \$1,000 from Oberlin Merchants will partially offset expenses of advertising and entertainment (which includes parade costumes, musical groups, and other attractions). Total expenses approximately \$3,000. Requested: \$2,000

3. Downtown Holiday Lighting

Money is needed to expand and upgrade downtown holiday lighting. More strings of lights are needed because the downtown trees have grown, requiring more lights to cover them. Also, repairs and bulb replacements for existing lights are needed. Also, more lights are needed to expand the geographic area covered by the lights. Requested: \$2,000

~~4. Year 2000 Street Banner Project: Banners on downtown utility poles. Requested: \$1,000~~

4. Video Advertisement: Detail above, page 1.

5. Other: Contingencies, unanticipated expenses, etc. Requested: \$500

AGREEMENT

This Agreement is made and concluded at Oberlin, Ohio, on this 8TH day of DECEMBER, 1999, by and between the City of Oberlin, a municipal corporation, hereinafter referred to as "City", and the Oberlin Area Chamber of Commerce, an Ohio non-profit entity, hereinafter referred to as "Chamber".

WITNESSETH:

WHEREAS, the City has revenue available, raised by the Bed Tax Ordinance, for purposes of the promotion of the City; and,

WHEREAS, the Council of the City has by Ordinance No. 99-36 AC CMS, effective May 17, 1999, authorized the City Manager to enter into an agreement with the Chamber whereby the Chamber will utilize a maximum of Forty-One Thousand Five Hundred Dollars (\$41,500.00) of the Bed Tax revenue funds for promotion of Oberlin and will provide the services to the City as set forth in this agreement and their proposal previously submitted to the City.

NOW, THEREFORE, in consideration of the promises contained herein and other good and valuable consideration, the receipt of which is hereby specifically acknowledged, it is agreed between the parties hereto as follows:

SECTION 1. That for the calendar year 1999, the Chamber will promote the City in the various ways and methods set forth hereinafter, and in further accordance with their amended proposal previously submitted to the City, said proposal and outline being incorporated herein by reference:

Development brochure for downtown shopping and walking tour	\$ 15,000.00
Training workshop for merchants on Oberlin history	\$ 800.00
Black Heritage Month program	\$ 750.00
Summer music program	\$ 10,000.00 *1
Lorain County Visitors Bureau magazine advertisement	\$ 950.00
Oberlin Community Theater project	\$ 1,000.00
Television advertisement work	\$ 1,000.00

AGREEMENT - CHAMBER OF COMMERCE

Upgrade and expand downtown holiday lights	\$ 2,000.00
Craft show advertising	\$ 1,000.00
Juneteenth Festival	\$ 3,500.00 *2
Holiday Open House Activities	\$ 2,000.00
Other (non-specified activities)	\$ <u>3,500.00</u>
	\$ <u>41,500.00</u>

*1 Less \$2,705.00 previously paid pursuant to Agreement dated April 22, 1999.

*2 Less \$3,500.00 previously paid pursuant to Agreement dated April 22, 1999.

SECTION 2. The City, in consideration of said services so provided, will pay the Chamber the sum of Forty-One Thousand Five Hundred Dollars (\$41,500.00) for the year 1999 as set forth above, less those amounts previously provided for certain of the activities as indicated above.

SECTION 3. The sum of Three Thousand Dollars (\$3,500.00) indicated for "Other (non-specified activities)" shall only be disbursed to Chamber after the proposed activities and expenditures have first been approved in writing by the City Manager and the City Auditor.

SECTION 4. The Chamber shall provide the City with written reports on August 1, 1999, and January 1, 2000, specifically itemizing expenditures in the use of said funds provided to the Chamber by the City. The reports shall include sufficient documentation as determined by the City in order to clearly reveal the "public purpose" of each and every expenditure.

SECTION 5. The City shall have the right to demand and receive such other information from the Chamber detailing the activities funded as determined necessary by the City.

IN WITNESS WHEREOF, the parties have thereto set their hands the day and year first above written.

IN THE PRESENCE OF:

Eugene F. Smith
Sharon Pearson

THE CITY OF OBERLIN, OHIO

By: Robert DiSpirito
Robert DiSpirito, City Manager

AGREEMENT - CHAMBER OF COMMERCE

Eugene F. Smith
Sharon Pearson

OBERLIN AREA CHAMBER OF COMMERCE

By: Amy Fink
Its: President

APPROVED AS TO FORM:

Eric R. Severs
Eric R. Severs, City Solicitor