



MEMORANDUM

To: Mayor and City Council

From: Kent Collins, P.E., Director of Public Works

Date: January 24, 2023

Reference: Consider approval of an amended and restated grant agreement between the City of Coppel and the Coppel Chamber of Commerce for the Discover Coppel Marketing Campaign; and authorizing the City Manager to sign any necessary documents

2040: Sustainable City Government

Introduction:

The purpose of this agenda is for Council consideration of an amended and restated agreement with the Coppel Chamber of Commerce for the Discover Coppel Marketing Campaign, for an additional \$224,000 to continue this work through the end of this fiscal year.

As part of the amended Agreement, Sections 1.02 and 1.03 have been included to address the issue related to ownership of intellectual property and work product associated with the Discover Coppel ad campaign. By executing this Agreement with the City, the Chamber is agreeing to assign all rights of ownership to the City for intellectual property, as outlined in Section 1.02.

Background:

This program and contract were discussed during the December 13, 2022, and January 10, 2023, City Council Work Sessions. The Coppel Chamber of Commerce and their consulting firm, Belmont Icehouse, presented information related to the program and its costs. The amended and restated agreement increases the value of the agreement from \$165,000 to \$389,000 (an additional \$224,000 for the remainder of this fiscal year). The Chamber of Commerce presented that future requests for this campaign will be \$336,000 annually. Based on direction provided by the City Council, staff is presenting this item for consideration.

Benefit to the Community:

Approval of this agreement will allow the Coppel Chamber of Commerce to continue this marketing program to the benefit of hotels and other visitor-focused businesses.

Legal Review:

The amended and restated agreement was prepared by the City Attorney.

Fiscal Impact:

The fiscal impact of this item \$224,000, provided by the Hotel Tax Fund.

Recommendation:

Staff recommends continuing this program.