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**Sent:** Wednesday, March 13, 2019 11:48 AM

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**Subject:** Workshop on Support to Other Agencies

Hello Mayor Perotte and Members of the Council:

Thank you for addressing the Support to Other Agencies funding in your workshop on Thursday. We are pleased to see that the Goleta Chamber's Visitor Services contract is being considered as an economic development program and placed in a category that addresses economic development work being done in Goleta. We are pleased to provide a detailed scope of work and review standards for our contract. If you feel it is imperative to make this a competitive process, we will submit a response to an RFP, but we also point out that most cities have an ongoing relationship with their local Chamber of Commerce to provide links to the local business community to promote the area – a service provided by a unique organization that has local business members. We do not see that you would need a competitive organization to offer a better price or outcome.

Sometimes out of town organizations are used to for destination marketing contracts -- you could get bids from marketing agencies who would likely be located out of town-- but the destination marketing work being done for Goleta by the Tourism Business Improvement District already names the Goleta Chamber as the destination marketing organization (DMO) for that work. *The synergy of having destination marketing and visitor services being done by the same local agency makes sense.*

We recommend that the selection process and contract agreement be for two-year cycles to coincide with the City's two-year budget and to give our organization a longer planning window to perform the robust programs that we create.

We also ask that you revise the amount of the contract in the staff report to reflect the \$150,000 contract that the Goleta Chamber has had with the City of Goleta for several years.

When the TBID was formed, we requested that the City's Visitor Services program be raised to \$150,000 to "match" the ~\$180,000 being invested by the TBID (several years ago). The idea is to invest roughly the same amount in local economic development programs through visitor services as is being invested in destination marketing. At the time of the increase we were focusing \$25,000 of those funds to Old Town.

Last year, the \$25,000 for Old Town got separated from our contract, so that the City Council could debate the PBID. That money was set aside, so that it didn't look like the City was endorsing the PBID before it came before you. Since that decision has now been made, we ask that the \$25,000 was set aside for us to use promoting Old Town be funded in completion of our

2018-2019 contract. We specifically need that money to revise and re-print Old Town maps, and to help fund an Old Town event and project.

Going forward for the 2019-2021 cycle, we request the same \$150,000 agreement, which will include funding our programs in Old Town like maps, digital advertising and events.

As we said several times last year, we feel that the city's investment in visitor related economic development is right-sized at the moment and we are not requesting an increase for the next two year cycle. \$150,000 per year is the "right size" and we ask that you include that in your plans.

Sincerely,

Kristen

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