

## **TOWN OF WINDSOR AGENDA REPORT**

**Joint Windsor Town Council, Windsor Redevelopment Successor Agency and Windsor Water District Meeting Date:** July 19, 2023

**To:** Mayor and Town Council  
**From:** Tim Ricard, Economic Development Manager  
**Subject:** Windsor Chamber of Commerce and Visitors Center Agreement

### **Recommendation to Council:**

Approve a Professional Services Agreement with the Windsor Chamber of Commerce to operate the Visitors Center for Fiscal Years 2023-24 and 2024-25 in a total amount not to exceed \$85,000 per year and authorize the Town Manager to execute the agreement on behalf of the Town.

### **Strategic Plan Element:**

The recommended action supports the goal of Fiscal Health. Goal Statement: Ensure the economic health and long-term financial viability of the Town.

### **Background:**

The Visitors Center serves as a valuable resource for both tourists and residents, providing information about local businesses, attractions, events, and resources. The work includes maintaining a large inventory of informational materials, supervising Certified Tourism Ambassadors, and promoting Windsor businesses and services.

The Town of Windsor has had a longstanding contractual relationship with the Windsor Chamber of Commerce to manage the Town's Visitors Center since 1997. Recent funding to manage the Visitors Center has been as follows:

- Fiscal Year 2016-17: \$42,240
- Fiscal Year 2017-18: \$42,240
- Fiscal Year 2018-19: \$42,240
- Fiscal Year 2019-20: \$60,245
- Fiscal Year 2020-21: \$60,245
- Fiscal Year 2021-22: \$60,000
- Fiscal Year 2022-23: \$60,000

### **Discussion:**

The requested funding of \$85,000 per year will ensure that the Visitors Center can continue to provide a professional and knowledgeable presence to visitors and residents alike. It will cover the staffing costs necessary to operate the Visitors Center seven days a week, maintain the provision of information, oversee the volunteer program, and support the marketing efforts to promote Windsor as a desirable destination.

The increased funding request is motivated by several factors. First, staffing costs have risen significantly since 2017, primarily due to minimum wage increases and escalating expenses such as insurance, workers' compensation, workplace compliance, payroll and HR services, and

telecommunication and website maintenance. These rising costs have created a strain on the Visitor's Center budget, making it necessary to seek an increase in funding to sustain the current level of services.

The Windsor Visitors Center continues to attract thousands of travelers each year, disseminates useful information to both tourists and residents, and provides tools for people looking to relocate to Windsor. Part of the Chamber's role in managing the Visitors Center includes organizing and managing on-site volunteers who are Certified Tourism Ambassadors who assist by providing detailed information about local businesses and attractions to visitors. The Visitor Center supports local hotels and visitor-serving businesses by providing promotional materials and making every effort to encourage the use of Windsor businesses and services.

The Visitor's Center is open to the public seven days a week and a minimum of 40 hours per week, except for federal holidays. Seasonal adjustments to the schedule may be requested by the Chamber of Commerce Executive Committee and approved by the Town Manager. Any unapproved reductions in operating hours shall result in a prorated reduction or withholding of the monthly payment by the Town.

**Fiscal Impact:**

The proposed agreement will have a fiscal impact of \$85,000 per year for Fiscal Years 2023-24 and 2024-25. Sufficient appropriations are included in the Economic Development Division's Professional Services section of the adopted Fiscal Year 2023-25 budget.

**Environmental Review:**

The recommended action does not constitute a "project" within the meaning of the California Environmental Quality Act (CEQA) Guidelines Section 15378 and requires no environmental review.

**Attachment(s):**

1. Professional Services Agreement with Windsor Chamber of Commerce and Visitor Center
2. PSA Exhibit A- Scope of Services

**Prepared by:**

Tim Ricard  
Economic Development Manager

**Reviewed by:**

Irene Camacho-Werby  
Town Clerk

**Reviewed by:**

Jeneen Peterson  
Administrative Services Director

**Recommended by:**

Jon Davis  
Town Manager