

TOWN OF WINDSOR AGENDA REPORT

Joint Windsor Town Council, Windsor Redevelopment Successor Agency and Windsor Water District Meeting Date: August 6, 2025

To: Mayor and Town Council
From: Tim Ricard, Economic Development Manager
Subject: Windsor 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 2025–26 and 2026–27 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 Town of Windsor has maintained a contractual relationship with the Windsor Chamber of Commerce to operate the Town's Visitors Center since 1997. The Visitors Center serves as a key tourism and economic development asset, offering resources to both visitors and residents. Services include:

- Maintaining and distributing maps, guides, and brochures;
- Providing in-person support through trained Certified Tourism Ambassadors;
- Promoting local businesses, events, and attractions;
- Assisting visitors, prospective residents, and group travel organizers.

Past funding for the Visitors Center has gradually increased to reflect expanded responsibilities and rising costs. In the most recent funding cycle (FY 2023–24 and FY 2024–25), the Town Council approved \$85,000 annually, allowing the Chamber to expand staffing and outreach during a critical post-pandemic recovery period.

Discussion:

Staff recommends renewing the professional services agreement with the Windsor Chamber of Commerce for another two fiscal years at \$85,000 per year (FY 2025–26 and FY 2026–27). This funding will ensure continuity in visitor services and maximize the opportunity presented by the upcoming opening of the Windsor SMART Train station.

The new station will increase regional access to Windsor and create new opportunities to attract visitors and tourism-related spending. A well-supported Visitors Center will play a vital role in converting this increased exposure into local economic activity, including sales tax and Transient Occupancy Tax (TOT) revenue.

The Chamber has also experienced significant increases in operational costs—including wages,

insurance, and administrative overhead—since the last contract was approved. Continued funding at the \$85,000 level will allow the Chamber to:

- Maintain 7-day-a-week operations (minimum 40 hours/week);
- Staff the Visitors Center with knowledgeable personnel and trained volunteers;

The Chamber’s partnership continues to be a cost-effective strategy for delivering visitor services, business promotion, and positive economic impacts for Windsor’s hotels, restaurants, wineries, and retailers.

Fiscal Impact:

The total fiscal impact of the proposed (contract/project) will allocate up to \$85,000 per fiscal year based on sufficient appropriations of the General Fund in the Council approved fiscal year budget for a total of two years.

Environmental Review:

This action does not constitute a “project” within the meaning of California Environmental Quality Act (CEQA) Guidelines Section 15378 and required no environmental review.

Attachment(s):

[1. Agreement](#)

Prepared by:

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Reviewed by:

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Administrative Services Director

Approved by:

Jon Davis
Town Manager