

## **TOWN COUNCIL STAFF REPORT**

Title: Approve Chamber of Commerce Agreement – July 2025 – June 2028

Meeting Date: April 2, 2025

Prepared by: Rob Patterson, Town Manager

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### **RECOMMENDATION:**

Approve the contract with the Mammoth Lakes Chamber of Commerce (Chamber) and authorize the Town Manager to execute the agreement for a term of 4 years, commencing July 1, 2025 through June 30, 2029.

### **BACKGROUND:**

The Town first entered into an agreement with the Chamber in July 2019. The agreement transitioned the funding of the Chamber from payment made by Mammoth Lakes Tourism (MLT) to direct payment from the Town. The amount of payment was reduced from the Town's allocation to MLT. The purpose of shifting the funding was to provide separation of the Chamber from MLT in terms of direct employee supervision, to give the Chamber Board additional oversight and responsibility without potential funding implications, and for the Town to define service expectations. The initial contract was for three years, ending in June 2021. The second contract extended from July 2021 for four years, ending June 30, 2025.

### **ANALYSIS:**

The proposed agreement between the Town and the Chamber represents a four-year agreement from July 2025 to June 2029. The contract amount is fixed for each year at \$324,000, which is an 8% increase over the prior contract amount of \$300,000. The scope of services may be reviewed and updated as necessary on an annual basis and through the required reporting process. The contract may be terminated at any time by the Town with or without cause with 60-day notice to the Chamber. The Chamber may only terminate the agreement for cause (see Section 3.5.1). The Chamber implements a number of programs and provides services including education, relationships & connections, economic vitality, partnerships, business exposure, advocacy and member benefits. The overall work program of the Chamber includes a number of other community-based programs and events that enhance business to business communication, community engagement, promotions, and working in partnership with other entities to enhance the overall local business environment.

The Chamber also supports businesses through the Workforce Housing program. In addition to the services this program previously offered, the Chamber also works to promote other Housing NOW! programs run under the Town of Mammoth Lakes, such as the Lease to Locals initiative. The Workforce Housing program as established by the

Chamber will continue as not all properties/local employees are eligible for Housing NOW! programs.

The funding provided to the Chamber is designed to support the ongoing work program of the Chamber and the implementation of deliverables outlined in Exhibit A of the attached agreement.

**FINANCIAL CONSIDERATIONS:**

The contract will be funded as part of the FY25-26 budget for the Town of Mammoth Lakes. The source of funds is the General Fund and is a portion of Measure A allocation of Transient Occupancy Tax related to tourism-based expenditures.