



Amendment to Agreement for Services Between City of Coburg and Coburg Main Street

| Meeting Date | Staff Contact | Email |
|--------------|--------------------------------|--|
| May 12, 2026 | Adam Hanks, City Administrator | Adam.Hanks@ci.coburg.or.us |

SUMMARY AND REQUESTED COUNCIL ACTION

The City and Coburg Main Street have an existing Agreement for Services contract with a term expiration of June 30, 2025 that was extended to June 30, 2026 by addendum. City and Coburg Main Street staff have prepared a revised agreement replacing the existing agreement.

Suggested Motion

I move to approve the Agreement for Services between the City of Coburg and Coburg Main Street as presented.

BACKGROUND

The initial Agreement for Services between the City and Coburg Main Street was originally approved by Council on June 11, 2024 with an objective of providing financial support for key services that Main Street is uniquely qualified to carry out on behalf of the City. This agreement is structured similarly to agreements between municipalities and Chambers of Commerce or Visitor and Convention Bureau’s throughout Oregon.

Coburg Main Street has formally developed into an organization that has the mission, desire and capacity to carry out key tourism, community event/engagement and general economic development activities that provide greater value to the community than if they were attempted to be done in-house by City staff.

The agreement ensures that Council has the ability to shape the services provided, the reporting on the performance of the services and the funds allocated. The City Administrator manages the day-to-day interactions and coordination with Main Street as it would for any professional services contract and is also now an ex-officio member of the Main Street Board, providing further coordination and continuity between the partners. The combination ensures that public funds are efficiently and effectively utilized to further their express intentions which is to support and expand tourism and its related services within Coburg and partner with the City to spur general economic growth. The agreement requires an annual report/presentation to Council to recap the

activities undertaken by Main Street in fulfillment of the services outlined in the agreement.

Key updates contained within the proposed replacement agreement include the following:

- Specifying annual term extension provisions
- Connecting Section 2- Consideration (funding) language with specific Section 3 - Services Provided
- Clarifying tourism marketing to include tourism activities and programming promotion in addition to tourism event promotion
- Add flexibility to the scheduling/timing of the four events
- Streamlined the operation of the Information Kiosk in Laura Park at the Pavilion

RECOMMENDATION

Staff recommends approval of the revised agreement for services between the City of Coburg and Coburg Main Street.

BUDGET / FINANCIAL IMPACT

Funding for the agreement comes from lodging tax revenues budgeted for this use in the General Fund, most of which are restricted to specific tourism activities detailed in Oregon Revised Statutes. The \$30,000 allocation for FY27 is unchanged from the current fiscal year.

PUBLIC INVOLVEMENT

N/A

NEXT STEPS

If approved, staff execute the amendment and continue with the partnership and collaboration with Coburg Main Street.

ATTACHMENTS

1. Draft Agreement for Services