

ECONOMIC DEVELOPMENT
CONVENTION AND TOURISM PROMOTION
SERVICE DELIVERY AGREEMENT

THIS SERVICE DELIVERY AGREEMENT, is made and entered into this _____ day of October, 2022, by and between Whitfield County, a political subdivision of the State of Georgia formed and existing pursuant to the Constitution of the State of Georgia, and the City of Dalton, the Town of Cohutta, the City of Tunnel Hill, and the City of Varnell, all being municipal corporations chartered and existing pursuant to the laws of the State of Georgia;

WHEREAS, *OCGA §§ 36-70-20 et seq.* mandate that Whitfield County and all municipalities located therein shall participate in the development of a **Service Delivery Strategy** through which Whitfield County and said municipalities shall create and maintain a service delivery system which is efficient, effective, and responsive to all citizens of Whitfield County;

WHEREAS, *OCGA § 36-70-24(1)* mandates that said Service Delivery Strategy shall identify steps which will be taken to remediate or avoid overlapping and unnecessary competition and duplication of service delivery, and that said Service Delivery Strategy shall identify the time frame in which such steps shall be taken; and

WHEREAS, *OCGA § 36-70-25* mandates that said Service Delivery Strategy receive the approval of Whitfield County and the governing authorities of municipalities located within Whitfield County, as is more particularly described in that Code Section;

NOW, THEREFORE, we, the undersigned, being duly authorized to act on behalf of the above-named parties, in consideration of the mutual covenants and promises contained herein, agree as follows concerning the provision of **Marketing and Tourism Promotion**, within Whitfield County as hereinafter described;

WITNESSETH

1. Description of Current Service Delivery Arrangement.

The City of Dalton and Whitfield County have created the Dalton-Whitfield County Convention and Visitors Bureau, Inc. d/b/a The Dalton Area Convention and Visitors Bureau (DACVB), a Georgia nonprofit corporation, as the designated marketing organization for the City of Dalton and Whitfield County, specializing in soliciting and supporting tourism, conventions, meetings, conferences, trade shows and all other group business designed to bring visitors overnight to Dalton-Whitfield County. The work of DACVB provides economic benefits to Whitfield County and the cities of Dalton, Varnell, Tunnel Hill and the Town of Cohutta. DACVB enhances the mission of the Northwest Georgia Trade and Convention Center, the Dalton Downtown Development Authority, many beneficial non-profit organizations conferring public benefits as well as promotes the many attractions in the cities and Town and throughout Whitfield County.

The DACVB maintains an active, current, and hosted website available to the public promoting local events and attractions throughout the year. The DACVB is governed by a Board of Directors pursuant to its by-laws with Board members including members of the City of Dalton and Whitfield County governing authorities and one appointee each from those governing authorities with remaining Directors from the hotel/motel industry, the restaurant industry, the tourist attraction or retail industry, the historic preservation industry, the sporting industry, and an appointee from the Dalton Downtown Development Authority, and one appointee from the Joint Development Authority.

The agency is managed by an Executive Director who is an ex officio member of the Board. Other ex officio Board members include the administrators of the City of Dalton and Whitfield County, the Northwest Georgia Trade and Convention Center's Director, the Commissioner of Murray County or his/her designee, an appointee of the Prater's Mill Foundation, and an appointee of the Whitfield Murray Historical Society. Thereby, a broad sector of stakeholders in tourism, promotion, and marketing are represented.

The City of Dalton and Whitfield County provide joint funding for DACVB.

Due to the agency serving as the designated marketing organization for Whitfield County and its cities and Town there is no duplication or overlap in services.

2. Future Service Delivery Strategy.

The parties hereto agree that the current service delivery arrangements described above are efficient, effective, and responsive to all citizens of Whitfield County.

The parties hereto agree that should any party undertake any action which may result in overlapping, competition, or duplication in the current service delivery arrangements or in the future service delivery strategy described in this Service Delivery Agreement, that party shall notify the other parties to this Agreement, so as to facilitate continued compliance with the requirements of Georgia law as referenced above.

IN WITNESS WHEREOF, each of the undersigned has executed this Service Delivery Agreement on behalf of the respective party set forth below, pursuant to the authority granted to each of the undersigned in the resolution by which each party approved and adopted this Service Delivery Agreement.

-ALL SIGNATURES APPEAR ON THE FOLLOWING PAGE-

WHITFIELD COUNTY

BY: _____
CHAIRMAN, WHITFIELD COUNTY
BOARD OF COMMISSIONERS

ATTEST: _____

COUNTY SEAL

CITY OF DALTON

BY: _____
MAYOR

ATTEST: _____

CITY SEAL

CITY OF TUNNEL HILL

BY: _____
MAYOR

ATTEST: _____

CITY SEAL

TOWN OF COHUTTA

BY: _____
MAYOR

ATTEST: _____

CITY SEAL

CITY OF VARNELL

BY: _____
MAYOR

ATTEST: _____

CITY SEAL