

SUBMITTED BY: Jennifer Smith, Community Services & Economic Development Director

MANAGEMENT TEAM REVIEW: Ana Urquijo, City Manager

FOCUS AREA: Promote Douglas

**ORGANIZATIONAL
IMPROVEMENTS:**

SUBJECT: **RESOLUTION NO. 25-1670, a Resolution of the Mayor and Council of the City of Douglas, Cochise County, Arizona, AUTHORIZING an IGA between COCHISE COUNTY and VARIOUS other CITIES for CONTINUED PARTICIPATION in a COUNTY-WIDE TOURISM and ECONOMIC DEVELOPMENT INITIATIVE to ENSURE CONSISTENCY and ENSURE REGIONAL ECONOMIC DEVELOPMENT.**

EXECUTIVE SUMMARY:

This agenda item brings forward an Intergovernmental Agreement with the Cochise County Tourism & Economic Council that unites Cochise County and its cities and towns in a coordinated effort to attract tourism and economic development to Cochise County.

BACKGROUND:

The City of Douglas has contributed \$15,000 to Cochise County for tourism purposes for many years. The operational oversight of this coordinated tourism effort for a countywide impact has evolved over the years and is now being led through the City of Sierra Vista, as they provide most of the resources, as shown in the provided presentation. The Cochise County Tourism and Economic Council holds public meetings to authorize a budget, set rates and make decisions on coordinated efforts per the Intergovernmental Agreement. Members of the council are the Cochise County Administrator and City Managers of cities and towns in Cochise County. The council meets quarterly, and staff are always in attendance to discuss projects and provide updates. Douglas is at the table for these important discussions and will continue to work toward ensuring Douglas remains relevant and provides strategic recommendations and support for Douglas' portion of coordinated efforts being discussed and promoted.

DISCUSSION:

Discussion on the approval of Resolution 25-1670 to support the continued operation of the Cochise County Tourism and Economic Council as a mutually beneficial and joint effort to attract tourism and economic development to Cochise County.

FISCAL IMPACT:

\$15,000 is the City of Douglas' contribution to this effort, and it is contained in the upcoming FY26 Operating Budget.

“...I MOVE THAT THE MAYOR AND COUNCIL APPROVE RESOLUTION NO. 25-1670.”