

Staff Report

Subject: Approval of Contract with Effingham County Chamber of Commerce

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Department: Purchasing

Meeting Date: November 19, 2024

Item Description: Consideration to approve the MOU contract between Effingham County and the Effingham County Chamber of Commerce.

Summary Recommendation: Staff recommends approval.

Executive Summary/Background:

Effingham County and the Effingham County Chamber of Commerce have collaborated in past years to support economic development initiatives that promote the area as a prime location for business and tourism. This new MOU, effective from July 1, 2024, to June 30, 2025, and renewable annually, formalizes this partnership. The Chamber will focus on attracting new businesses, supporting existing ones, promoting tourism, and developing partnerships for workforce growth.

Under the MOU, the Chamber will:

- Lead marketing initiatives to attract small- to mid-size businesses and tourists, aligning with the County's economic goals.
- Develop and distribute promotional materials, tourism guides, and online resources.
- Provide support for local businesses through workshops and networking events.
- Engage in workforce development in collaboration with educational institutions and local businesses.
- Facilitate partnerships with regional economic organizations.

The County will compensate the Chamber \$20,500 annually for these services, ensuring a cost-effective approach to regional economic development.

Reviewed and approved to form by the County Attorney.

Alternatives for Commission to Consider

1. Board approval of the MOU contract with Effingham County Chamber of Commerce
2. Do not approve.

Recommended Alternative: 1

Other Alternatives: 2

Department Review: County Manager, Procurement, County Attorney, Finance

Funding Source:

Attachments:

1. Agreement