

## AGREEMENT FOR 2024- 2026 TOURISM PROMOTION SERVICES

This Agreement is made and entered into this \_\_\_\_\_ day of October, 2023, by and between the Watertown Tourism Commission ("Commission") as a representative of the City of Watertown, Wisconsin, the City of Watertown, a Wisconsin municipal corporation ("City"), and the Watertown Area Chamber of Commerce, a Wisconsin not-for-profit corporation ("Chamber"), for the term beginning January 1, 2024 through December 31, 2026.

**WHEREAS**, Watertown General Code of Ordinances Ch. 76 Art. II authorizes the levy of a hotel-motel room tax upon the gross rental receipts derived from retail furnishing of rooms or lodging, in any hotel or motel located in the City, at the rate of five percent (5%); and

**WHEREAS**, Watertown General Code of Ordinances Ch. 76 Art. II provides that thirty percent (30%) of revenues from the room tax shall be maintained in the City's Tourism Fund and the remaining seventy percent (70%) shall be used for the purpose of promoting tourism; and

**WHEREAS**, Wisconsin State Statutes § 66.0615 states that seventy percent (70%) of any tax collected must be spent on tourism promotion and tourism development by the municipality and shall be forwarded to the tourism commission for the municipality; and

**WHEREAS**, the City has determined that it is in the City's and Commission's best interests and in accordance with Wisconsin State Statutes § 66.0615 to contract with an independent entity, such as the Chamber, to provide the services necessary to promote tourism for the City.

**NOW, THEREFORE**, for and in consideration of the mutual covenants and conditions contained herein, it is understood and agreed between the parties as follows:

1. **Tourism Promotion.** The Chamber agrees to promote tourism for the City, which service shall include but not be limited to maintaining and promoting commercial, hospitality and service sectors, which is intended to have significant impacts on the tourism growth within the City, including conventions.
2. **Budget.** The Chamber and Commission will prepare and approve a budget for each calendar year by December 16.
3. **Funding.** The City, Commission and the Chamber shall work together in good faith to comply with Wisconsin State Statutes § 66.0615 and, in particular, § 66.0615(1m)(d) to which end the City Finance Director/Treasurer shall forward to the Chamber an amount equal to seventy percent (70%) of the hotel-motel room tax received by the City. The City shall provide the funding described herein according to the City Finance Director/Treasurer's practice on a monthly basis with payments being made around the 10<sup>th</sup> of each month. In addition to the monthly payments, the City shall make payment of Nine Thousand Dollars (\$9,000.00) to the Chamber each year to be paid quarterly for general administration of room tax dollars for the City.
4. **Expenditures.** The Commission agrees that all expenditures will be in accordance with the intent and purposes of State Statute § 66.0615 and applicable local ordinances.
5. **Accounting.** Annually, the Tourism Manager/Chamber shall provide a separate, complete accounting of the receipt and disbursement activity of the City's room tax funds. The Chamber must provide the City with an accounting of the receipt and expenditures of such funds in

accordance with generally accepted accounting principles within ninety (90) days of the end of the Chamber's fiscal year. In the event the Chamber does not provide such accounting within the time period provided, future funds shall not be disbursed until the accounting is received.

**6. Staff and Operating Expenses.** The Chamber agrees to provide the staff (see attached job description), office space, meeting space, operating expenses and other costs associated with the promotion of tourism, which are necessary to perform their duties and responsibilities under this Agreement. The parties understand and agree that the Tourism Commission is exclusively vested with fiscal policy oversight of room tax dollars.

**7. Relationship of the Parties.** It is understood and agreed that the Chamber is engaged and retained as an independent entity and not under any officer, agent or employee type of relationship with the City.

**8. Inspection and Audit.** The City or its duly authorized agents shall be entitled to inspect and audit all books and records of the Chamber for compliance with the approved budget and this Agreement. In the event of an actual or perceived discrepancy, the City may also cause an audit to be performed by an independent accounting firm of its sole and exclusive choice. The City's expense of such audit shall be reimbursed by the Chamber. If, as a result of such audit, there are recommendations presented in a Management Letter ("Letter"), the Chamber shall implement those recommendations or otherwise respond in writing to the City with their reasons for noncompliance within ninety (90) days of receipt of said Letter.

**9. Annual Reports.** The Chamber shall provide an annual report to the City. The report shall be submitted, annually, on or before April 1 for the purpose of communicating compliance with the duties and responsibilities set forth in this Agreement for the current year ending December 31. The report shall include an accounting of funds expended within the reporting period.

**10. Responsibilities and Duties of the Chamber.** The City has established the following three (3) goals and is contracting with the Chamber to accomplish these goals:

- A. Encourage retail and commercial growth associated with tourism and visitors.
- B. Actively promote tourism.
- C. That the Chamber should serve as the primary tourism and visitor agency for the City.

Each year, the Chamber and Commission will develop a tourism promotion and tourism development program for the upcoming year and the Chamber and Commission's plan for achieving these goals. At a minimum, these objectives shall include, but are not limited to:

- A. Maintaining current community data and marketing materials pertinent to tourism.
- B. Assisting in the development of a strategy for seeking out appropriate business and other development and to assist and encourage their location or expansion in Watertown, which shall be consistent with tourism and visitor promotion goals.
- C. Developing a strategy for communication and building alliances with the City and businesses in the community.
- D. Developing a strategy for communication and building alliances with both the Chamber and other regional tourism promotion agencies.

11. **Confidential Information.** Subject to Wisconsin's Open Records Law, all parties understand and agree that information received in confidence shall be retained in confidence. The Chamber shall not use confidential information obtained as a result of their position for any purpose other than to attract prospective business to the City.

12. **Effective Date and Term.** This Agreement shall be in force and effect from the date first written above until December 31, 2026, unless it is otherwise terminated as provided herein. This Agreement shall automatically renew on the same terms for an additional one (1) year term, unless either party has provided written notice of its intent not to renew the Agreement. Written notice shall be provided by either party to the other by not later than October 31<sup>st</sup> of the year that the existing term is scheduled to expire.

13. **Modification.** This Agreement constitutes the entire agreement between the parties and supersedes all prior Agreements, whether oral or written, covering the same subject matter. This Agreement may not be modified or amended except in writing mutually agreed to and accepted by all parties to this Agreement.

14. **No Third-Party Beneficiaries.** Nothing contained herein shall create a contractual relationship with, or any rights in favor of, any third-party.

15. **Termination.** This Agreement may be terminated by the City for a breach of the Agreement, upon thirty (30) days written notice to the other party; and terminated without cause, by either party, upon ninety (90) days written notice to the other party. Upon receipt of the notice of termination, or the expiration of the Agreement, the Commission will not encumber any additional funds, but the City will honor all reasonable expenses for which City allocated funds have already been budgeted and purchase orders were placed prior to receipt of the notice of termination.

16. **Indemnification and Hold Harmless.** The Chamber agrees to indemnify and hold harmless the City and Commission from any and all claims arising out of the Chamber activities in the performance of this Agreement. The City and Commission agree to indemnify and hold harmless the Chamber if the Chamber is joined as a party in an action against the City alleging that official action or inaction of the City has damaged a specific person and/or entity in connection with a proposed development of tourism related business within the City.

17. **Notice.** Whenever any provision of this Agreement requires the giving of written notice, it shall be deemed to have been validly given if delivered in person or sent by registered or certified mail, postage prepaid, to the following:

Watertown Area Chamber of Commerce  
c/o Executive Director  
519 East Main Street  
Watertown, WI 53094  
(920) 261-6320

City of Watertown  
c/o Finance Director/Treasurer  
106 Jones Street  
Watertown, WI 53094  
(920) 262-4007

18. **Choice of Law.** This Agreement is to be construed and enforced in accordance with the laws of the State of Wisconsin. In the event of a dispute involving this Agreement, the Parties agree that venue shall be in Jefferson County, Wisconsin, Circuit Court.

**19. Titles and Subheads.** Titles and subheadings as used herein are provided only as a matter of convenience and shall have no legal bearing on the interpretation of any provision of the Agreement.

IN WITNESS WHEREOF, the parties have executed this Agreement for 2024-2026 Tourism Promotion Services or caused this Agreement to be executed by their respective officers, as of the date first above written.

CITY OF WATERTOWN, WISCONSIN

By: \_\_\_\_\_  
Emily McFarland, Mayor

ATTEST:

\_\_\_\_\_  
Megan Dunneisen, City Clerk

WATERTOWN AREA CHAMBER OF COMMERCE

By: \_\_\_\_\_  
Bonnie Hertel, Executive Director

ATTEST:

\_\_\_\_\_  
Allen Larson, Chamber Board Vice-Chair

WATERTOWN TOURISM COMMISSION

By: \_\_\_\_\_  
Aaron David, Watertown Tourism Commission Chair

ATTEST:

\_\_\_\_\_  
Robin Kaufmann, Watertown Tourism Director



**Job Title: Tourism Director (full-time, 40 hours/week)**

**Reports to: WACC Executive Director / Watertown Tourism Commission**

**Tourism Director Job Description**

An individual employed to

- administer room tax dollars in accordance with Wisconsin State Statute 66.0615
- manage the operation of tourism activity in the chamber office
- coordinate community marketing efforts with other organizations

**Qualifications:**

- Post-secondary coursework or training in marketing, communications or related field
- Experience with digital communication platforms including email; conversant in SEO, web analytics, web technology and community engagement
- Mature and objective attitude for appropriate, independent activity; tolerant of interruptions
- Courteous and dependable in dealing with general public
- Neat and well groomed; professional appearance.
- Must be able to be bonded for cash handling
- Proof of working knowledge of Microsoft Word, Excel and Power Point.
- Knowledge of QuickBooks, Google applications, Access and Publisher preferred
- Ability to complete data entry on several websites
- Willingness to learn new computer techniques and office processes

**Working Hours:**

- This position requires evening and weekend hours to support events and attend conferences and trade shows. Tourism manager is expected to attend weekly chamber staff meetings.

**Duties and Responsibilities:**

- Attend Jefferson County and Watertown Tourism meetings and attend conferences and trade shows promoting tourism activity in the Watertown area.
- Coordinate the marketing of the Watertown community with other entities like Watertown Area Chamber of Commerce and Watertown Main Street Program
- Distribute room tax marketing dollars through an established grant process
- Maintain tourism websites of Jefferson County, Travel Wisconsin and the Watertown tourism websites
- Regularly create and post content to social media platforms like Facebook and Instagram
- Maintain brochure racks in tourism office with up to date material; distribute community information to area businesses and lodging facilities.
- Prepare reports detailing room tax activity to City of Watertown annually
- Participate in Watertown Area Chamber of Commerce marketing committee
- Other duties as assigned

**Physical Requirements**

- Must be able to lift and carry objects up to 50 pounds on occasion
- Must be able to stand and sit for up to 4 hours at a time
- Must be able to hear, see and stay alert
- Must be able to be in attendance on a daily basis and to arrive promptly for the start of the work day
- Must be able to pass a drug test
- Must be willing to submit to a background/credit check

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date \_\_/\_\_/\_\_

\_\_\_\_\_  
Supervisor Signature

\_\_\_\_\_  
Date \_\_/\_\_/\_\_