

RESOLUTION NO. R-2019-

A RESOLUTION authorizing a renewal of the Yakima Tourism Promotion Area Administration Agreement with the Yakima Valley Visitors and Convention Bureau.

WHEREAS, the Tourism Promotion Area (TPA) is an important tool for the City's investment in our local economy through tourism, created by Ordinance No. 2004-17 and revised by Ordinance No. 2011-21 of the City Council of the City of Yakima, pursuant to the authority of Chapter 35.101 RCW; and

WHEREAS, the Yakima Valley Visitors and Convention Bureau is a nonprofit corporation that has the convention and tourism experience and staff expertise to administer the Yakima Tourism Promotion Area, to prepare the TPA Annual Budget and provide staffing services to the Yakima Hotel and Motel Commission; and

WHEREAS, the Bureau currently administers the activities and programs of the Yakima County Tourism Promotion Area and prepares the TPA Annual Budget; and

WHEREAS, the Yakima Tourism Promotion Area Administration Agreement attached hereto and incorporated herein by this reference includes revisions to the previous agreement that better defines the desired scope of work, including more specific requirements for accounting, budgeting, and reporting, as well as providing contract cost limitations consistent with other City service contracts; and

WHEREAS, the City Council Partnership Committee has reviewed the attached Agreement and has recommended it be presented to the City Council for approval; and

WHEREAS, the City Council has determined that it is in the best interest of the residents of the City that the Yakima Tourism Promotion Area Administration Agreement be approved; now, therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF YAKIMA:

The City Manager is hereby authorized and directed to execute the attached and incorporated Yakima Tourism Promotion Area Administration Agreement with Yakima Valley Visitors and Convention Bureau to manage the Tourism Promotion Area through December 31, 2024 in accordance with the terms of the Agreement.

ADOPTED BY THE CITY COUNCIL this 20th day of August, 2019.

ATTEST:

Kathy Coffey, Mayor

City Clerk