

**CITY OF MARIANNA  
COMMISSION AGENDA MEMO  
REGULAR MEETING  
May 7, 2019**

**ADMINISTRATIVE STAFF REPORT**

- Subject:** Marianna Main Street Program  
Inter Local Agreement  
Jackson County Chamber of Commerce
- Subject Background:** The City is without a Marianna Main Street Director for an undetermined amount of time. The City is in need of an organization to continue the functions and maintain a presence within downtown Marianna.
- Recommendation:** There are a number of activities and responsibilities that need to be maintained under the Main Street Directors perview; Downtown Improvement Grant Program, July 4<sup>th</sup> Fireworks, Reporting Requirements for Main Street, Planning, Coordinating, etc. City Staff and the City Attorney have reviewed the proposed Agreement and recommends approving the Agreement.
- Potential Motion:** I move to approve the Interlocal Agreement between the City and Jackson County Chamber of Commerce.

Approved for agenda by:

**MARKETING SERVICES AGREEMENT BETWEEN  
CITY OF MARIANNA  
AND JACKSON COUNTY CHAMBER OF COMMERCE, INC.**

This Agreement for Marketing Services (“the Agreement”) is made by and between the MARIANNA, FLORIDA, (the “City”), acting through its Board of City Commissioners, and JACKSON COUNTY CHAMBER OF COMMERCE, INC., a Florida not-for-profit corporation (the “Chamber”), collectively referred to herein as “the Parties”. The Parties agree as follows:

1. **SCOPE OF SERVICES** - The Chamber shall represent the City in specialized marketing services as related to the Main Street Marianna service area. Efforts shall be concentrated on Community Transformation using the Four Points Strategy;

Economic Vitality – build a diverse economic base, catalyze smart new investment, cultivate a strong entrepreneurship ecosystem;

Design – create an inviting & inclusive atmosphere, celebrate historic character, foster accessible & people-centered public spaces;

Organization - build leadership and strong organizational capacity, ensure broad community engagement, forge partnerships across sectors;

Promotion – market district’s defining assets, communicate unique features through storytelling, support buy-local experience.

2. **CHAMBER SERVICES TO CITY OF MARIANNA**

- A. Recruit and retain members both in and around Main Street Marianna.
- B. Plans and executes block parties, large-scale events and small programming activations (ribbon cuttings, business after hours, etc.) to continually enhance the guest experience on Main Street Marianna ensuring that they align with Main Street Marianna’s mission and vision.
- C. Facilitates holiday programming and décor in partnership with Main Street Marianna Merchants.
- D. Actively work to capitalize on the tourism within the greater Marianna/Jackson County area, creating opportunities for visitors to make Main Street Marianna one of their desired destinations.
- E. Develops and maintains the budget as a whole and individual project budgets within. Coordinates with City Manager, City Clerk and/or board chair to provide updates for the Florida Main Street quarterly reports and to the MSM Board.
- F. Provide monthly updates at the Main Street Marianna Board Meeting to include but not limited to vacant property inventory, membership report, project reports.

- G. Fosters and maintains positive, collaborative working relationships with City of Marianna staff including but not limited to: the municipal development department, public works, code enforcement officials and Marianna Police Department.
- H. Provide awareness of the CRA grant programs available to the eligible businesses and provide assistance in qualifying candidates for these grants and wherever possible.
- I. Work with individual members of the Main Street Marianna Board of Directors and the City Manager to coordinate objectives.
- J. Provide periodic updates to the City of their efforts and attend Board meetings.
- K. Provide written reports of activities as requested.
- L. Chamber shall compile and submit Quarterly Reports to the Florida Division of Historical Resources in order to maintain accreditation as Florida Main Street.
- M. Manage all social media accounts including the current MMS Facebook and any future Instagram and Twitter accounts. Manage the MMS website content.

3. **TERMS OF THE AGREEMENT** - This Agreement will begin on May 7, 2019, and extend through September 30, 2019. This contract may be renewed for two (2) or more one-year periods on the same terms and conditions upon written agreement by both parties. This contract may be canceled by either party, in writing, without cause upon sixty (60) days written notice. Renewal of this contract shall be subject to appropriation of funds by the Board of City Commissioners.

4. **FEES & EXPENSES** - The City will fund Chamber in the amount of \$1,200.00 Monthly for services which will be invoiced to the City on a monthly basis. Monthly invoices shall be submitted to the City Manager. Payment shall be made by the City on the 1st Tuesday of the month as the invoice is submitted. This Agreement is expressly conditioned on the appropriation by the Board on an annual basis. In the event that the Board elects not to appropriate the funding for this Agreement in any fiscal year, then this Agreement shall terminate immediately upon expiration of fiscal year for which funding was appropriated.

5. **OTHER TERMS & CONDITIONS**

It is understood that the construction, interpretation and the performance of this Agreement shall be governed by the laws of the State of Florida. It is understood that this Agreement shall constitute the entire agreement between the City and the Chamber with respect to the matters discussed herein and shall not be altered, amended, or revised except, in writing, and signed by an authorized representative of the City and the Chamber. The provisions of this contract supersede all prior oral or written agreements, communications and

understandings of the City and the Chamber with respect to the subject matters contained herein.

6. **REPRESENTATIVES:** The authorized representative (bills to be mailed to this address) of the City shall be the City Manager, at 2898 Green Street, Marianna, FL 32446. The authorized representative for the Chamber shall be: Tiffany Garling, Executive Director, at 4318 Lafayette Street, Marianna, FL 32446. All notices required by this agreement shall be, in writing to the representative listed above.

**IN WITNESS WHEREOF**, the Parties hereto have fixed their signatures.

Marianna, Florida  
Board of City Commissioners

BY: \_\_\_\_\_  
John Roberts, Mayor

ATTEST:

\_\_\_\_\_  
Clerk

WITNESSES: Jackson County Chamber of Commerce, Inc.

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BY: \_\_\_\_\_  
Tyler Lipford, Chairman

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