

CITY OF OBERLIN, OHIO

ORDINANCE No. 16-04 AC CMS

AN ORDINANCE AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH MAIN STREET OBERLIN, INC. TO PROVIDE PROMOTIONAL ACTIVITIES TO THE CITY OF OBERLIN, OHIO, AND DECLARING AN EMERGENCY

BE IT ORDAINED by the Council of the City of Oberlin, County of Lorain, State of Ohio, five-sevenths (5/7ths) of all members elected thereto concurring:

SECTION 1. That the City Manager is hereby authorized and directed to enter into an agreement with Main Street Oberlin, Inc. to promote the City to potential visitors, tourists and/or special event or meeting participants for the City of Oberlin, in accordance with the contract attached hereto as Exhibit A.

SECTION 2. That it is hereby found and determined that all formal actions of this Council concerning or relating to the adoption of this Ordinance were adopted in an open meeting of this Council, and that all deliberations of this Council and of any of its committees that resulted in such formal action, were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

SECTION 3. That this Ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, and safety of the citizens of the City of Oberlin, Ohio or to provide for the usual daily operation of a municipal department, to wit: to provide Main Street Oberlin, with the necessary funds to fulfill annual promotional obligations pursuant to its contract with the City in a timely manner," and shall take effect immediately upon passage.

PASSED: 1st Reading: February 2, 2016 (E)

2nd Reading: _____

3rd Reading: _____

ATTEST:



BELINDA B. ANDERSON, MMC
CLERK OF COUNCIL



RONNIE J. RIMBERT
PRESIDENT OF COUNCIL

POSTED: 02/02/2016

EFFECTIVE DATE: 02/01/2016

Exhibit A
AGREEMENT

This Agreement is made and concluded at Oberlin, Ohio, on this 2nd day of February, 2016, by and between the City of Oberlin, a municipal corporation, hereinafter referred to as " City" , and Main Street Oberlin, Inc., an Ohio non-profit entity, doing business as Oberlin Business Partnership, hereinafter referred to as " MSO" .

WITNESSETH:

WHEREAS, the City Manager is authorized to enter into an agreement with MSO whereby MSO will utilize a maximum of Forty Thousand Dollars (\$40,000.00) of the Bed Tax revenue funds for promotion of Oberlin and will provide the services to the City as set forth in this agreement and their proposal previously submitted to the City.

NOW, THEREFORE, in consideration of the promises contained herein and other good and valuable consideration, the receipt of which is hereby specifically acknowledged, it is agreed between the parties hereto as follows:

SECTION 1. That for the calendar year 2016, MSO will promote the City in the various ways and methods set forth hereinafter. Bed Tax funds shall be distributed to MSO as follows:

- A. \$30,000 to MSO to be used as follows:
 - i. A minimum of 75% shall be allocated for promotion and marketing for events and/or activities of MSO, to be utilized in accordance with Chapter 185 of the Oberlin Codified Ordinances and all applicable laws, and
 - ii. No more than 25% shall be spent for administrative, design, production and/or planning costs associated with the provision of such promotional and marketing activities.
- B. \$10,000 shall be allocated for other events to occur in Oberlin during the 2016 calendar year that attract visitors to Oberlin. MSO shall establish an openly advertised application and review process for the solicitation of proposals for the events and/or activities, subject to the approval of the City Manager. The process shall include a review of the proposals by members of MSO and two (2) members of Oberlin City Council. Proposed and actual uses of the Bed Tax funds shall be in accordance with Chapter 185 of the Oberlin Codified Ordinances and all applicable laws. Funds awarded to selected applicants through this process shall be used as follows:
 - i. A minimum of 75% of awarded funds shall be utilized for the marketing and promotion of said events and/or activities, and
 - ii. No more than 25% of the awarded funds may be used for administration, design, production and/or planning costs associated with the provision of such promotional and marketing activities

SECTION 2. The City, in consideration of said services so provided, will pay MSO the sum of Forty Thousand Dollars (\$40,000.00) for the year 2016 as provided for above, pursuant to the following disbursement schedule:

- A. \$30,000 payable following receipt of invoice after City Manager execution of this agreement.
- B. \$10,000 payable following receipt of invoice after approval of distribution plan that results from the process set forth in Section 1.B., above.

SECTION 3. MSO shall provide the City with written reports by August 1, 2016 and January 1, 2017, for evaluation by the City Manager, specifically itemizing expenditures in the use of said funds provided to MSO by the City. The reports shall include sufficient documentation as determined by the City in order to clearly reveal the "municipal public purpose" and consistent with Section 185.01 of the Oberlin Codified Ordinances and all applicable laws, of each and every expenditure.

SECTION 4. The City shall have the right to demand and receive such other information from MSO detailing the activities funded as determined necessary by the City.

SECTION 5. MSO shall carry public liability insurance in the amount and form as approved by the City, and agrees to hold harmless and indemnify and defend the City from any and all losses, claims, damages, and judgments arising out of or resulting from the provision and/or operation of said services.

IN WITNESS WHEREOF, the parties have thereto set their hands the day and year first above written.

THE CITY OF OBERLIN, OHIO

By: Sal Talarico, Interim, City Manager



By: Larry Funk, President
MSO Board of Trustees



Approved as to Form:



Jon D. Clark, Law Director

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THE CITY OF OBERLIN, OHIO

By: Sal Talarico, Interim, City Manager

By: Larry Funk, President
MSO Board of Trustees

Approved as to Form:

Jon D. Clark, Law Director

Positively Oberlin!

Respecting our Past Enhancing our Present Crafting our Future

Oberlin Business Partnership (OBP) 2015 Bed Tax Expenditures Report to Oberlin City Council

The following is a report on the use of the 2015 Bed Tax Funds administered by Main Street Oberlin dba Oberlin Business Partnership respectfully submitted by Janet Haar, Executive Director.

OBP is Oberlin's primary promotional organization and administers Bed Tax funds to promote the city, the downtown, events and programs that bring people into Oberlin to shop, dine, learn, enjoy and appreciate our vibrant and vital community and...hopefully...to return.

OMSC-OBP promoted the following events in 2015:

- **Easter Egg Hunt** – hundreds of candy-filled eggs delight children as they participate in this annual event which includes a breakfast at the Oberlin Inn and three age-grouped egg hunts in Tappan Square, the New Union Center and the lawn in front of the Oberlin Heritage Center.
- **The Big Parade** – people from all over Lorain County come to town to see (and participate in) this annual parade and party.
- **Juneteenth** – One of Ohio's premier celebrations of the African American Heritage draws many people from all over Ohio each year.
- **Chalk Walk** – This event involving individuals, families, and artists grew to almost 1,000 registered participants in 2015. This event has seen a steady increase in participants over 10 years. Many people come to Oberlin to enjoy walking around and watching creativity at its best
- **Summer Concerts** – In 2015, the 23rd anniversary of Oberlin's Summer Concerts, we organized and promoted 8 concerts and a "Music and Dance Party" in Tappan Square. The concerts are free; include activities for children presented by Peppy the Clown, and a variety of bands that appeal to a wide variety of people. Many people come early and enjoy a meal before the concert, or at the concert. Some people stay in town and enjoy a cup of coffee or something stronger after the concerts. The Oberlin Rotary Club and Lorain National Bank were a sponsors of the bands and Peppy the Clown.
- **Family Fun Fair** – The 23rd annual Family Fun Fair and Classic Car Show was very well attended – bringing in many people who had not participated in the past. The Classic Car Show drew more than 115 cars along with their owners and, many times, their families who enjoy participating in the many activities. There were 23 nonprofit organizations present as well as 8 non-downtown vendors. Main Street businesses reported an increase in sales for both of their Sidewalk Sales days. The event was widely promoted in numerous media and many people look forward to it each year.
- **Doggie Doo and Pooch Parade** – Doggie Doo attracted large crowds of people and dogs of all sizes and breeds. It draws people from many surrounding communities.
- **Other events** that we supported were also instrumental in bringing people from outside of Oberlin into town to enjoy the various opportunities to experience Oberlin's hospitality. Even events, such as Downtown Trick-or-Treat, that are deemed 'home town events' draw outsiders because they hear about the event and know that Oberlin does a great job of involving the community in fun-filled and educational occasions.

An Ohio Main Street Program
23 East College Street
44074

www.oberlin.org
440-774-6262
director@oberlin.org

Oberlin, OH
 Oberlin
Business Partnership

OBP also administers bed tax funds to promote Oberlin to potential visitors, residents and businesses through the creation and printing of visitor's brochures, website pages, e-mail blasts, radio and television spots, etc. We printed and distributed 8,000 copies of an updated Visitor's Brochure and posted a 30 second video encouraging people to shop, dine, and stay in Oberlin. We leverage the bed tax funds wherever possible by joining with other community and/or county organizations to promote Oberlin—including sponsorship of some Lorain County events that focus on Oberlin. The City's website links to our calendar of events which is updated regularly. The City's website also links to our business directory which is also updated regularly.

In 2015 we ran a broad and well-orchestrated holiday promotions campaign including ads on radio and television, print ads in local and regional papers, and frequent posts on social media sites. We coordinated a "Shopping Passport Contest" each week beginning November 28th through December 19th, with \$25 Oberlin gift certificates as the prize. This year our Shop Small Saturday drew many people to Oberlin to shop and merchants reported better than average sales on those days. In addition to Shop Small Saturday, we promoted three Holiday Open House Saturdays which included music in downtown stores provided by the Oberlin Music School students and downtown caroling supported by local churches, individuals, and college students.

The OBP office is a central location for promotional brochures, rack cards, business cards. Walk-ins frequently stop by to look over our array of promotional materials to use when planning their day, a family reunion, or to put together an itinerary for out-of-town visitors. Our phone connects us to many requests for Oberlin information on a daily and weekly basis – many of the requests come through our website as well.

Following is a recap of the use of bed tax funds used in 2015 to promote Oberlin.

Bed Tax Promotional Funds awarded to Oberlin Nonprofits: **\$10,000**

Bed Tax funds used to support administrative and planning costs associated with the provision of promotional and marketing activities: **\$7,500**

OBP Promotional Usage of Remaining **\$22,500** in Bed Tax Funds:

Media / Categories	Cost
Newspaper, Magazine, Radio, Television Promotions and Advertisements	\$7,485
Printing, Copying, Graphics, Posters, Brochures, Rack Cards, Post Cards, Postage	\$9,977
Social Media	\$1,435
Misc. Supplies such as Street Banners to be painted by OHS Students; Helium; PA System; Trophies; Equipment Rental - all used to support promotion of Oberlin	\$2,388
Miscellaneous	\$1,216
TOTAL	\$22,501

In 2014 OBP spent additional organizational funds on marketing and promotions for the City of Oberlin and Oberlin programs and events.