



Funding Agreement between the City of Lincoln and the Logan County Tourism Bureau
Covering FY 2015 (5/1/15 through 4/30/16)

This document constitutes the Funding Agreement between the City of Lincoln and the Logan County Tourism Bureau for fiscal year. The City of Lincoln agrees to fund the Logan County Tourism Bureau with 95% of the Hotel/Motel Tax beginning on May 1, 2015 through April 30, 2016. In exchange for the funding provided by the City of Lincoln, the Logan County Tourism Bureau commits to the following:

1. Employ a full-time Tourism Director to provide tourism services for the City of Lincoln/Logan County-this includes providing continuing education and ongoing learning opportunities for said staff
2. Develop media to advertise community programs that brand the City of Lincoln/Logan County as a tourist destination, and deliver appropriate, physical medium to Lincoln, the surrounding Logan County communities, and travel stations throughout the state
3. Execute the professionally developed marketing campaign approved by the Tourism Board
4. Provide support to the parties planning and executing events that attract tourists to Logan County
5. Promote Lincoln as both a Route 66 and Abraham Lincoln tourism destination
6. Comply with Illinois state requirements and maintain a state certified tourism bureau
7. Keep a tourism council to oversee tourism efforts and hold a seat for a city appointed official on said council
8. Provide sub-grants to events in Logan County that attract tourists and ensure "Heads in Beds"
9. Ensure Logan County Tourism Bureau presence at all large events in order to promote Lincoln/Logan County assets
10. Develop and maintain agreeable relationships with hospitality personnel in Lincoln and Logan County
11. Offer training for volunteers and join in the tour giving practices
12. Promote sports tourism in Lincoln/Logan County
13. Present quarterly updates to the City Council and provide an annual report to the City no later than April 1, 2016 detailing the following:
 - a. An accountability report pertaining to the usage of City funds
 - b. Updates on the above commitments