



Funding Agreement between the City of Lincoln and the Logan County Tourism Bureau

(8/1/16 through 12/31/16)

This document constitutes the Funding Agreement between the City of Lincoln and the Logan County Tourism Bureau for fiscal year 2017. The City of Lincoln agrees to fund the Logan County Tourism Bureau with 85% of the Hotel/Motel Tax beginning on August 1, 2016 through December 31, 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 the council
8. Provide sub-grants to events in Logan County that attract tourists and encourage overnight stays in the hotels
9. Develop a fiscal policy for the use of Hotel/Motel Tax to fund capital improvements to various Logan County Tourist Attractions
10. Ensure Logan County Tourism Bureau presence at all large events in order to promote Lincoln/Logan County assets
11. Develop and maintain agreeable relationships with hospitality personnel in Lincoln and Logan County
12. Work to make Logan County's online presence stronger and begin developing a Logan County Tourism app
13. Provide monthly financials and present quarterly updates in person to City Council pertaining to:
 - a. An accountability report pertaining to the usage of City funds
 - b. Updates on the above commitments

X Margaret McMurtry 8/02/16
 Tourism Bureau Signature Date

X Mark A. Deibel 8-1-16
 City of Lincoln Signature Date