

RESOLUTION

Resolution Approving a Successor Agreement Between the County of McHenry and the McHenry County Convention and Visitors Bureau (d.b.a. Naturally McHenry County) for 2025 through 2028 (18)

WHEREAS, the visitor and tourism industry is an essential part of McHenry County's economy as it sustains many of our businesses; creates jobs, generates sales tax revenues and showcases our quality of life; and

WHEREAS, in recognition of this, McHenry County assisted in the establishment of the McHenry County Convention and Visitors Bureau, now known as Naturally McHenry County and herein referred to 'NMC', to promote the growth and development of the tourism industry in the County; and

WHEREAS, it is the intent of both McHenry County and NMC to maintain a public/private partnership to continue a deliberate, planned approach to destination marketing for the County; and

WHEREAS, NMC is an Illinois 501(c)(6) not-for-profit established with the mission to create economic growth for the County by partnering with municipalities, businesses and visitor based industries to effectively marketing the region as a preferred visitor destination; and

WHEREAS, the current four year agreement expires on December 31, 2024 and both the County and NMC desire to enter into a successor agreement with generally the same terms and conditions as the expiring agreement; and

WHEREAS, this resolution and agreement has been reviewed by the Finance & Audit Committee.

NOW, THEREFORE BE IT RESOLVED, by this County Board of McHenry County, Illinois that it hereby authorizes the County Board Chairman to enter into an Agreement with Naturally McHenry County, attached hereto and made a part hereof as Exhibit A, to provide convention and tourism promotion services and destination marketing for McHenry County at a fixed cost of \$ [REDACTED] per year funded from the Economic Development Fund-Risk Management-Convention & Visitors Bureau-Contractual budget line item (400210-40-19-1900-302); and

BE IT FURTHER RESOLVED, that the County Clerk is hereby authorized to distribute a certified copy of this Resolution to the County Auditor, Deputy County Administrator, Chief Financial Officer and County Administrator.

DATED at Woodstock, Illinois, this 20th day of August, A.D., 2024.

Michael Buehler, Chairman
McHenry County Board

ATTEST:

Joseph J. Tirio, County Clerk

RESOLUTION

SUBJECT: Resolution Approving a Successor Agreement Between the County of McHenry and the McHenry County Convention and Visitors Bureau (d.b.a. Naturally McHenry County) for 2025 through 2028 (18)

Board / Committee Action Requested:

To approve a successor agreement with the McHenry County Convention and Visitors Bureau (known as Naturally McHenry County or 'NMC') for convention and tourism related services.

Background and Discussion: In 2005, McHenry County was involved in the development of the McHenry County Convention and Visitors Bureau to create a public/private partnership to promote and grow the convention and tourism industry in the County. The current agreement with this agency, now known as Naturally McHenry County or NMC, expires on December 31, 2024. The proposed draft successor agreement follows the same general scope and terms as the expiring agreement.

The partnership with NMC and promotion of tourism is an integral part of the McHenry County's economic development strategy as tourism generates revenue and creates jobs for the County. The renewal of this agreement will continue the partnership with NMC to provide focused destination marketing and promote the many attractions offered throughout the County.

As drafted, the annual contribution for services is left blank. The Finance & Audit Committee will need to deliberate on the appropriate funding level and make a recommendation to the County Board accordingly. Funding will come out of the Economic Development Fund.

Impact on Human Resources: No impact on Human Resources.

Impact on Budget (Revenue; Expenses, Fringe Benefits): The funding as approved will be incorporated into the draft FY 2025 Economic Development Fund budget.

Impact on Capital Expenditures: No impact on capital expenditures.

Impact on Physical Space: No impact on physical space.

Impact on Other County Departments or Outside Agencies: The agreement financially supports NMC in their mission of promoting McHenry County's convention and tourism industry.

Conformity to Board Ordinances, Policies and Strategic Plan: Conforms with McHenry County's practice to promote economic development in the County and engage in public/private

partnerships to provide County services. Specifically, this agreement directly advances the Strategic Plan's Environmental Sustainability Goal 1: *Work to enhance and maintain long-term sustainability of the strong agriculture industry within the County – Objective A) Evaluate and expand agri-tourism opportunities.*

In addition, this action directly advances the Economic and Workforce Development Goal 1: *Undertake a County-wide marketing and branding initiative to promote the County's unique assets and quality of life to potential residents, visitors, and businesses.*