

## RESOLUTION NO. 35-22

### A RESOLUTION AUTHORIZING VISIT GRAND JUNCTION (VGJ) TO ENTER INTO CONTRACTS FOR VGJ MEMBERSHIP BENEFITS AND SERVICES FOR TOURISM RELATED BUSINESSES OUTSIDE THE CITY LIMITS

Recitals.

On October 16, 1996, the City Council initially adopted Resolution 101-96, authorizing the expansion of the Visitor & Convention Bureau (now known as Visit Grand Junction (VGJ)) marketing programs to include lodging properties outside the Grand Junction City limits. The offering of those services has been reauthorized four times since the initial resolution, with the most recent reauthorization being October 2016 with the approval of Resolution 41-16.

On December 14, 2021, the VGJ Board of Directors recommended that the marketing program be improved and expanded to include events and tourism related businesses (lodging, restaurants, attractions, activities and craft beverages and products sale and service) not just lodging. With the proposed changes, the marketing program and services will be more inclusive and complete than before. The proposed suite of services, to be known as *Visit Grand Junction Tourism Membership (Program)*, are more particularly described on the exhibit attached to this Resolution. The exhibit, which is incorporated by this reference as if fully set forth, describes the benefits and the cost of membership. If the City Council adopts the *Program* as recommended by the VGJ Board the annual cost to tourism related businesses will be no less than \$350/year subject to annual increase by VGJ.

Having duly considered the *Program*, and the VGJ Board's request and recommendation that the City find and determine that the offering of the *Program* to events and tourist related businesses outside the City limits, on a voluntary basis, is in the best interest of VGJ and the City, the City Council does find and determine that the offering of the *Program*, including authorizing the VGJ to contract for Membership and Partnership Program benefits and services with events and tourism related business (lodging, restaurants, attractions, activities and craft beverages and products sale and services) outside of the City is in the City's best interest, is in the best interest of VGJ and furthers the public health, safety and welfare.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRAND JUNCTION, COLORADO:

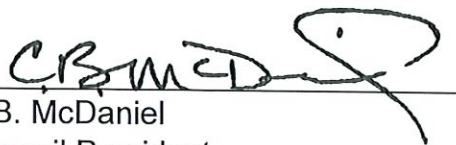
That the Director of Visit Grand Junction, or her designee, is authorized to contract with events and/or person(s)/entity(ies) owning tourism related business, which includes lodging, restaurants, attractions, activities and craft beverage and product manufacturing sale and service, located outside the City's limits but within Mesa County, for Membership/Partnership Program services and benefits as described in the attachment to this Resolution (*Program*) in exchange for the payment of an annual fee.

The fee shall be determined by the Visit Grand Junction Board in consultation with the VGJ Director. The fee shall not be represented by tourism related businesses to customers as a tax.

Any contract(s) with events and/or tourism related businesses subscribing to the *Program* shall be subject to the following terms and conditions:

1. All tourism related businesses in Mesa County, Colorado may contract with the VGJ for *Program* services; the specific content, quality and characteristics of the *Program* benefits and services offered or provided and the fee for *Program* services shall be determined by VGJ in its sole and absolute discretion but shall be generally consistent with those provided to tourism related business inside the City limits.
2. It is the express intention of the VGJ Board and the City Council that the *Program* provide adaptable services for purposes of advancing and promoting tourism related events and/or businesses under the *Program*. The Board and the Council recognize and agree that marketing platforms and services change rapidly and accordingly Visit Grand Junction shall be authorized to provide *Program* services and benefits for a term and on exact conditions determined by mutual negotiations and agreement by and between VGJ and the tourism related business subscribing to the *Program*.
3. Failure of any event or tourism related business to comply with the terms of any contract for *Program* services may result in VGJ discontinuing its effort and/or not renewing a contract with a tourism related business in a subsequent year(s). A tourism related business contracting for the *Program* that is terminated or not renewed may apply to the VGJ Board, and only with approval by a majority of the VGJ Board, may the contract be renewed or reinstated if/when a contract is terminated for noncompliance.
4. Notwithstanding any provision to the contrary, the Director may, without cause or reason being stated, decline to enter into any contract authorized by this resolution.
5. If the VGJ Board or the Director determines, at any time the VGJ is authorized to contract for *Program* services to events and/or tourism related business outside the City that the offering of *Program* benefits or services is not in the best interest of VGJ, the City of Grand Junction and/or tourism related businesses or events located within the then existing City limits, the Board and/or the Director shall request that the City Council reconsider and rescind the authorization established by and with this resolution.
6. The authorization provided for herein shall not expire, unless terminated, amended, or otherwise rendered of no effect by law. To the extent necessary or required this Resolution shall serve to amend Resolution 41-16 so as not to be inconsistent herewith.


PASSED and ADOPTED this 20<sup>th</sup> day of April 2022.



C.B. McDaniel  
Council President  
Grand Junction City Council



ATTEST:



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Laura Bauer  
Interim City Clerk

## Grand Junction Area Tourism Membership Program

For tourism-related businesses, including lodging, restaurants, retail, attractions, activities, events, and craft beverages & products.  
Subject to change.

<b>Membership Benefit</b>	<b>Tourism-Related Businesses Inside Grand Junction City Limits</b>  <b>\$0 Membership Fee Automatic Membership</b>	<b>Tourism-Related Businesses Outside Grand Junction City Limits</b>  <b>\$350 Annual Membership Fee*</b>  <small>*Lodging businesses shall pay an additional fee equal to 6% of gross overnight lodging receipts.</small>	<b>Tourism-Related Businesses Outside Grand Junction City Limits</b>  <b>Non-Member</b>
<b>Grand Junction Visitor Center:</b> Business rack card or brochure displayed.	<b>YES</b>	<b>INCLUDED</b>	<b>Benefit not available</b>
<b>Grand Junction Official Visitor Guide:</b> Basic directory listing in Lodging, Dining, or Activities (name, address, phone number).	<b>YES</b>	<b>INCLUDED</b> Must display the Official Grand Junction Visitor Guide on-site. Brochure rack provided at no cost.	<b>Benefit not available</b>
<b>Visit Grand Junction Website:</b> Business listing (name, address, phone number, description, images, amenities, map, offers, links, and more).	<b>YES</b>	<b>INCLUDED</b> Must include the Visit Grand Junction logo linked to <a href="http://VisitGrandJunction.com">VisitGrandJunction.com</a> on an agreed-upon stakeholder webpage.	<b>Benefit not available</b>
<b>Inclusion in Blogs, Special Projects, and Marketing Co-ops:</b> Based on new services and unique offerings. Coverage is not guaranteed.	<b>YES</b>	<b>INCLUDED</b>	<b>Benefit not available</b>