

Presentation and Discussion on Professional Services Agreement for Operation of a Local Visitor Information Center

Economic Development Department



VISITOR CENTER BACKGROUND

- Promote local attractions, community events, dining & shopping options, lodging, and amenities
- Sell merchandise/art from local businesses
- Primarily operated by local chambers of commerce or visitor bureaus
- A “one stop shop” for out-of-town visitors to provide a positive, first impression of the area
- City has contracted with Apache Junction Area Chamber of Commerce since 1988



CURRENT OPERATIONS

- Operates out of Chamber facility in downtown
 - 9 volunteers
- Accredited through Arizona Visitor Information Center (AVIC) Designation Program
 - Operation requirements, reporting, inspections, training
 - Receives exposure on official Visit Arizona publications
- Positive performance reviews
 - One of the top-visited centers in the AVIC Program
 - 4.6/5 on Google (61 reviews), 4.7/5 on Tripadvisor (43 reviews)



SERVICE AGREEMENT

- **Current contract ends June 30th, 2026, with \$58,400 as the amount due for this fiscal year**
- **Similar to the current contract, proposed terms are a three-year agreement with options for two, one-year extensions, and 4% annual increases:**
 - **FY 26/27: \$60,736.00**
 - **FY 27/28: \$63,166.00**
 - **FY 28/29: \$65,692.00**
- **Extension Options:**
 - **FY 29/30: \$68,320.00**
 - **FY 30/31: \$71,052.00**
- **Staff recommends continuing to contract for visitor center services with the Chamber**
- **Anticipated to be on consent agenda for June 16th City Council Meeting**



FISCAL COMPARISON

- **Estimated annual cost if City operated a Visitor Center, assuming 2 employees and 2,000 SF space = \$171,596**
 - **All-in cost of an employee with a \$45,000 salary = \$61,978 x 2 employees = \$123,596**
 - **Annual market office rent in Apache Junction = \$24/SF x 2,000 SF = \$48,000**
- **Proposed contract amount with Chamber FY 26/27 = \$60,736**

