

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

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**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 30<sup>th</sup>, 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 16<sup>th</sup> 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**

