



Legislation Details (With Text)

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Title: RESOLUTION AUTHORIZING AN AGREEMENT WITH THE MINNESOTA LAND TRUST FOR PROFESSIONAL SERVICES TO SUPPORT THE DEVELOPMENT AND MARKETING OF THE CITY'S OUTDOOR EXPERIENCES IN AN AMOUNT NOT TO EXCEED \$135,000.

Sponsors:

Indexes:

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Attachments: 1. Exhibit 1

Date	Ver.	Action By	Action	Result
8/28/2017	1	City Council	adopted	

RESOLUTION AUTHORIZING AN AGREEMENT WITH THE MINNESOTA LAND TRUST FOR PROFESSIONAL SERVICES TO SUPPORT THE DEVELOPMENT AND MARKETING OF THE CITY'S OUTDOOR EXPERIENCES IN AN AMOUNT NOT TO EXCEED \$135,000.

CITY PROPOSAL:

RESOLVED, that the proper city officials are hereby authorized to execute an agreement, substantially in the form attached as Exhibit 1, with the Minnesota Land Trust for professional services related to the development and marketing of the city's outdoor experiences for the period July 1, 2017 through December 31, 2019, in an amount not to exceed \$135,000. The Minnesota Land Trust will contribute an additional \$40,000 of services during the life of this agreement on an in-kind basis or paid by other third-party funding. Funds shall be paid from Fund No. 258-030-5436-11 (Tourism Tax Fund, Finance, Tourism Tax Allocation Advertising & Publicity).

FURTHER RESOLVED, that the proper city officials are hereby authorized to appropriate \$38,000 from the Tourism Tax Unappropriated Fund Balance to cover the 2017 costs of this agreement in the amount of \$38,000.

STATEMENT OF PURPOSE: This resolution authorizes an agreement with the Minnesota Land Trust for professional services related to the development and marketing of the city's outdoor experiences for the period July 1, 2017 through December 31, 2019, in an amount not to exceed \$135,000. The Minnesota Land Trust will contribute an additional \$40,000 of services during the life of this agreement on an in-kind basis or paid by other third-party funding.

The City previously paid Minnesota Land Trust for similar services under a previous agreement that expired on June 30, 2017. The parties would like to continue its partnership to: (a) develop destination-quality outdoor recreation facilities, (b) promote Duluth as an outdoor adventure capitol, (c) establish productive strategic partnerships with user groups, and (d) create and support programs to ensure all Duluth citizens can access and enjoy the City's outdoor amenities.