

RESOLUTION NO.: R-2017-106

Authorizing the City Manager to execute a Memorandum of Understanding between the City of Columbia and Experience Columbia, South Carolina for a Wayfinding Project

ORIGINAL
STAMPED IN RED

BE IT RESOLVED by the Mayor and City Council this 19th day of October, 2017, that the City Manager is hereby authorized to execute the attached Memorandum of Understanding, or on a form to be approved by the City Attorney, between the City of Columbia and Experience Columbia, South Carolina, a South Carolina Nonprofit Organization for a Wayfinding Project, in the amount of Three Hundred Thirty-Four Thousand and No/100 (\$334,000.00) Dollars to be paid from bond proceeds.

Requested by:

Assistant City Manager Gentry


Mayor

Approved by:


City Manager

Approved as to form:


City Attorney

ATTEST:


City Clerk

Introduced: 10/17/2017

Final Reading: 10/17/2017

STATE OF SOUTH CAROLINA)
)
COUNTY OF RICHLAND)

MEMORANDUM OF UNDERSTANDING

This Agreement entered into by and between the City of Columbia, South Carolina (the "City"), a municipal corporation, and Experience Columbia, South Carolina (Experience Columbia), a South Carolina nonprofit organization.

WITNESSETH THAT:

WHEREAS, the City and Experience Columbia SC (formerly, the Convention and Visitors Bureau) have agreed to proceed with a project to enhance the directional signage for motorists, pedestrians and bicyclists throughout Columbia (the "Wayfinding Project" or "Project"); and,

WHEREAS, the City conducted a Wayfinding Project in 2003 and partially implemented the recommendations of that study/design; and,

WHEREAS, new attractions, such as Spirit Communications Park, have opened since the last wayfinding project and require adequate wayfinding signage; and,

WHEREAS, new developments in areas such as North Columbia require the need for wayfinding signage in areas that have not traditionally had wayfinding signage; and,

WHEREAS, current wayfinding signage is over ten (10) years old and many of the existing signs have reached the end of their lifespan; and,

WHEREAS, the City adopted the Walk Bike Columbia plan in 2015; and,

WHEREAS, 14.7 million out-of-area tourists visited the Columbia region last year; and,

WHEREAS, 5.5 million of those out-of-area tourists spent the night in Columbia area hotels; and,

WHEREAS, tourism produced is a \$2.1 billion economic impact for the Columbia region last; and,

WHEREAS, the Experience Columbia SC team (including the Columbia Metropolitan Convention Center and Experience Columbia SC Sports) books approximately 500 meetings, conventions and sporting events each year that bring tourists to the region; and,

WHEREAS, attractions like the South Carolina State Museum and Riverbanks Zoo and Garden have enhanced their tourism products in recent years leading to increased visitation; and,

WHEREAS, hotel inventory in the Columbia region has grown to over 11,800 hotel rooms; and,

WHEREAS, attendance at collegiate sporting events has increased the number of visitors in the community; and,

WHEREAS, the 2019 NCAA Men's Basketball Regional Tournament will bring approximately \$10 million in economic impact to the region; and,

WHEREAS, the Total Solar Eclipse of 2017 was the largest attended tourist event in South Carolina History, which positively impacted Columbia hospitality businesses and put Columbia on the map for future visitation; and,

WHEREAS, expansion of entertainment districts has increased pedestrian traffic; and,

WHEREAS, increased use of parking garages by visitors requires additional wayfinding signage cohesive with the way visitors consume our attractions and entertainment districts; and,

WHEREAS, a well-designed, cohesive wayfinding system is practical and also elevates the image of the City; and,

WHEREAS, the City and Experience Columbia SC have been working with stakeholder groups and partner agencies to define the Project objectives, secure professional services necessary to design and implement a Wayfinding Project and manage maintenance parameters necessary to ensure the signage remains in good condition and accurately reflects destination points.

NOW THEREFORE, in consideration of the foregoing and of the mutual covenants herein set forth, the parties agree as follows:

1. The Project will be conducted by Experience SC in conjunction with the City and will involve stakeholders throughout Columbia that represent the tourist attractions, hospitality districts, educational institutions, partner agencies and other such destination spots or governing bodies that must be adequately represented to ensure maximum effectiveness of the Project.

2. Experience Columbia SC will manage the project and will ensure the City is aware of and in agreement with critical Project elements prior to proceeding forward.

3. Experience Columbia SC and the City will work in with the selected vendor to determine the design elements of the signage to include logo selection, material selection, color scheme, placement and other such project elements important to the long term effectiveness of the Wayfinding Project.

3. The City agrees to provide to Experience Columbia SC up to Three Hundred Thirty-Four Thousand and No/100 (\$334,000.00) Dollars in funds for the Project, to be available in installment payments based on invoices submitted to and approved by the City Manager or her designee.

4. Experience Columbia SC agrees to seek additional funding sources to the extent needed to fully implement and maintain the Wayfinding Project.

5. City funds shall be expended for Wayfinding Project expenses only. The City will not reimburse Experience Columbia SC for any expenses deemed by the City, in its sole and exclusive discretion, to be non-Project expenses.

6. This Agreement represents the entire and integrated agreement between Experience Columbia and the City.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the day and year last written below.


WITNESSES:

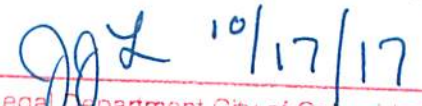
EXPERIENCE COLUMBIA SC

By: _____
Printed Name: Bill Ellen
Title: President & CEO



CITY OF COLUMBIA, South Carolina

By:  _____
Printed Name: Teresa B. Wilson
Title: City Manager

APPROVED AS TO FORM


Legal Department City of Columbia, SC