

**MEMORANDUM OF UNDERSTANDING  
(MOU)**

**THIS AGREEMENT** made this \_\_\_\_\_ day of \_\_\_\_\_, 2023

-Between-

**The Corporation of The Township of Southgate**

(Referred to in this Agreement as the "Township")

-And-

**South Grey Chamber of Commerce**

(Referred to in this Agreement as the "Chamber of Commerce")

**Preamble:**

The South Grey Chamber of Commerce is a membership-based organization, representing approximately 250 members in the Municipalities of Grey Highlands and West Grey, and will be expanding their catchment area into the Townships of Chatsworth and Southgate in 2023.

*South Grey Chamber of Commerce Vision:*

To be the hub of the South Grey business community, maintaining an adaptable, cooperative, supportive economic environment for new and existing businesses, their owners, and their operators.

*South Grey Chamber of Commerce Mission:*

To promote and advocate for local businesses while enriching the social network of our local communities. The South Grey Chamber will support local businesses with marketing, community events, networking, and education, and bridge economic development with strategy, communication, and action.

**Purpose:**

The South Grey Chamber of Commerce will be seeking annual Memorandums of Understanding (MOUs) with the Municipality of West Grey and Grey Highlands and the Townships of Southgate and Chatsworth, to support Chamber of Commerce undertakings.

## **Responsibilities – Chamber of Commerce**

In consideration of the \$10,000 in annual financial support provided by the Township of Southgate through Council resolution No. 2022-847 at their December 21, 2022, regular meeting of Council, the South Grey Chamber of Commerce agrees to provide the following services:

### **1. Business & Community Events**

The Chamber will organize and host the following events to support businesses across the catchment area:

- 1 x annual spring South Grey area job fair
- 1 x annual fall South Grey area job fair
- Annual Business Awards & Recognition event (Location to rotate annually between each municipal jurisdiction)
- Annual South Grey Home & Garden Show in the South Grey area
- 1 x Business Breakfast (or lunch) with Mayor and Council in each municipal jurisdiction
- 1 x annual signature event in each municipal jurisdiction.
- All-candidates meetings in election years (federal, provincial and municipal).

### **2. Tourism Services**

- Installation of tourism brochure stands/racks in high traffic areas across the South Grey catchment area.
- Responsible for the distribution of tourism brochures for the Township of Southgate's tourism businesses to key locations across the South Grey Chamber's catchment area during the peak tourism season.
- Participate in the Grey County tourism ambassador initiative by ensuring all Chamber of Commerce staff (including summer student staffing) are trained in tourism information dissemination for visitors to the Township and the broader catchment area.
- Development of a South Grey tourism website with content featuring tourism businesses and tourism events in all four of the municipal jurisdictions.
- Develop a tourism-focused digital app to support visitation to The Township of Southgate and the broader catchment area.

### **3. Other obligations of the Chamber of Commerce**

- The Chamber of Commerce will invite the participation of the Township of Southgate in all business and economic development related activity, in either a direct or indirect capacity, to ensure alignment of strategic goals and undertakings.
- Provide an annual, complimentary membership for the Township of Southgate with the Chamber of Commerce.

- Provide a ½ page complimentary ad to the Township of Southgate in the Chamber of Commerce's annual business directory (or equivalent publication), if applicable.
- Provide complimentary display space to the Township of Southgate at area job fairs.
- Provide 4 complimentary tickets to the Township of Southgate for the annual Business Awards & Recognition event.
- Provide complimentary 10' x 20' booth space to the Township of Southgate at the annual Home & Garden Show.
- Provide 8 complimentary tickets to the Township of Southgate at the annual Business Breakfast (or lunch) with the Mayor and Council.
- Obtain and maintain at its own expense, through the terms of this Agreement: Comprehensive general liability insurance with a limit of not less than \$2,000,000 for any one occurrence covering the operations and liability assumed under this Agreement; be endorsed to provide that the policy shall not be eligible to be cancelled or allowed to lapse without 30 days prior written notice; and naming the Corporation of the Township of Southgate as an additional insured.

#### **4. Reporting and Recognition**

- The South Grey Chamber of Commerce will prepare an annual report, and delegate to Council, on the outcomes of their initiatives (due no later than February 28th of each year).
- Inclusion of Township of Southgate logo (and website links where applicable), on all Chamber of Commerce materials including (but not limited to), promotional materials, website, newsletters, and Municipal recognition at all Chamber of Commerce events.

### **Responsibilities - Township of Southgate**

In consideration of the South Grey Chamber of Commerce supplying the aforementioned services, the Township of Southgate agrees to support the Chamber of Commerce as follows:

- \$10,000 in financial support for the period January 1st, 2023 to December 31st, 2023, upon execution of this agreement.
- Recognizing that significant funding for the South Grey Chamber comes from the partner municipalities in the geographic catchment area, the Township of Southgate (and the other partner municipalities) agree to provide, where feasible and appropriate, other support (contra or in-kind) that will enhance the strategic priorities of the Chamber of Commerce and the partner municipalities, and will ensure that municipal funding dollars are used to their best advantage in support of the business community in South Grey.

- Provision of complimentary, in-kind venue space for the Chamber of Commerce's delivery of a Home & Garden Show (dates and location subject to venue availability).
- Provision of complimentary, in-kind venue space for debates related to municipal, provincial or federal elections, as required (dates and locations subject to venue availability).
- Provision of complimentary, in-kind venue space for the Chamber of Commerce's delivery of Annual Business Awards & Recognition event (dates and locations subject to venue availability).
- Provision of complimentary, in-kind venue space for up to one occasion per year for a Chamber of Commerce job fair (dates and locations subject to venue availability).
- Provision of complimentary, in-kind venue space for the Township of Southgate /Chamber of Commerce Annual Business Breakfast (or lunch) with the Mayor and Council (dates and locations subject to venue availability).
- Provision of complimentary, in-kind venue space for a mutually agreed upon Township of Southgate signature event (dates and locations subject to venue availability).
- Provision of complimentary, in-kind venue space for any other mutually agreed upon Township of Southgate event (dates and locations subject to venue availability).

### **Responsibilities – Both Parties**

Both parties agree to the following:

- Work in a collaborative manner and recognize the mutual value derived from this Memorandum of Understanding.
- Ensure two-way communication between both parties to ensure complementary delivery of services to the business community in the Township of Southgate and the larger South Grey catchment area.
- Exploration and evaluation of other partnership or program opportunities not outlined in this MOU that could provide mutual benefit to either party and the broader Township of Southgate community.
- Meet twice a year with representatives of all partner municipalities (West Grey, Southgate, Chatsworth, Grey Highlands), and representatives from the Chamber of Commerce.
- Meet at least twice per year with staff from the Township of Southgate and the Chamber of Commerce to review program deliverables and business opportunities.
- Meet annually to review reporting metrics related to this MOU.
- Provide 90-days written notice of termination of this MOU by either party.

### **Terms:**

The terms of this agreement are predicated on the commitment of the South Grey Chamber of Commerce to secure equal and equitable funding from the other three

municipalities within the geographic catchment area of the Chamber of Commerce (Grey Highlands, West Grey and Chatsworth).

**Amendment:**

The Township of Southgate reserves the right to reconsider its financial commitment to the South Grey Chamber of Commerce, should the other partner municipalities choose not to support this collaborative undertaking.

**Time Frame:**

This Memorandum of Understanding is for the period January 1st, 2023, to December 31st, 2023.

The parties hereto have duly executed this Memorandum of Understanding under the hands of their authorized officers.

**SOUTH GREY CHAMBER OF COMMERCE**

Dated: \_\_\_\_\_ Per: \_\_\_\_\_  
Karen Cox,  
President

**THE CORPORATION OF THE TOWNSHIP OF SOUTHGATE**

Dated: \_\_\_\_\_ Per: \_\_\_\_\_  
Brian Milne,  
Mayor

Dated: \_\_\_\_\_ Per: \_\_\_\_\_  
Lindsey Green,  
Clerk