

MARGIE R. IBARRA
COUNTY CLERK
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STATE OF TEXAS §
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COUNTY OF WEBB §

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WEBB COUNTY, TEXAS

BY REH DEPUTY

**Third Party Funding Agreement
By and Between
Webb County, Texas
and
Laredo Chamber of Commerce**

This agreement is made and entered into by and between the County of Webb, a political subdivision of the State of Texas, acting herein by and through its County Judge, as authorized by its Commissioners Court, (hereinafter referred to as "County") and the **Laredo Chamber of Commerce**, a Texas Non-Profit Corporation - 501(c)(3), acting by and through Ms. Gabriela Morales its President.

The parties do agree and contract as follows:

**ARTICLE 1
SCOPE OF SERVICES**

Laredo Chamber of Commerce, covenants and agrees to provide the services set forth in the attached Exhibit "A" incorporated herein by reference as if set out in full during Webb County's fiscal year, being October 1, 2021 through September 30, 2022.

**ARTICLE 2
PERSONNEL AND EQUIPMENT**

Laredo Chamber of Commerce, agrees to furnish all personnel with the required skills and expertise needed to perform the above-mentioned services at no additional cost to the County other than as provided in Article 5. In addition, Laredo Chamber of Commerce, shall provide all necessary equipment, supplies, vehicles, utilities and miscellaneous expenses incurred in performing the scope of services at no additional cost to the County other than as provided in Article 5.

**ARTICLE 3
REPORT TO COUNTY**

Laredo Chamber of Commerce, shall submit a detailed annual report to the **County Auditor** with copy of same to the **County Treasurer**, which shall identify the services delivered and expenses incurred under this agreement. Said report shall be submitted to the County no later than September 30, 2021.

**ARTICLE 4
DURATION OF CONTRACT**

This agreement shall be in effect for 12 months beginning October 1, 2021 and ending September 30, 2022.

**ARTICLE 5
COMPENSATION**

County shall fund Laredo Chamber of Commerce, a total of ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000.00) for its services under this agreement, payable within fifteen (15) days of the Commissioners Court approval of this contract.

It is expressly understood and agreed by the parties hereto that the ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000.00) is subject to the availability of funds. This ONE HUNDRED FIFTY THOUSAND DOLLARS (\$150,000.00) is the total maximum sum specifically allocated to fully discharge any and all liabilities that may be incurred by County under the provisions of this Agreement, regardless of the nature and notwithstanding any word, statement, or thing contained or inferred from the provisions of this Agreement, which might in any light by any person be interpreted to the contrary. It is expressly agreed that **absolutely none of the funds granted by this agreement shall be used for any payroll expenses, employee wages, benefits and or salaries** and failure to comply with this provision is a material breach of this contract and may obligate Laredo Chamber of Commerce to repay funds and/or disqualify Laredo Chamber of Commerce from applying for this grant in the future.

**ARTICLE 6
NON-ASSIGNABILITY**

Laredo Chamber of Commerce, shall not assign any interest in this agreement nor delegate the performance of any of its duties herein specified without the written consent of County.

**ARTICLE 7
ACCESS BY COUNTY TO RECORDS**

Laredo Chamber of Commerce expressly agrees to maintain complete and accurate financial records of expenditures made by Laredo Chamber of Commerce and as requested by the Commissioner's Court, the County Auditor, or their designee, shall make the records available to the Commissioners Court, County Auditor of their designees, for inspection and review. Additionally, Laredo Chamber of Commerce shall permit representatives of the County, including but not limited to the County Auditor and independent auditor, access to the names, addresses, services rendered, and all other required documents related to the Laredo Chamber of Commerce performance under this contract. All such required records shall be clearly identified and readily accessible to the County for three (3) years after final payment under this contract, or after termination of this contract, whichever is later.

**ARTICLE 8
COUNTY'S RIGHT TO TERMINATE**

This contract may be terminated by County at any time on 30 days written notice to Laredo Chamber of Commerce and any remaining funds shall be returned.

**ARTICLE 9
ENTIRE AGREEMENT**

This contract supersedes any and all prior agreements between the County and Laredo Chamber of Commerce whether written or oral.

**ARTICLE 10
NON-DISCRIMINATION**

Laredo Chamber of Commerce shall not discriminate against any employee or applicant because of race, religion, color, sex, handicap or national origin.

**ARTICLE 11
INDEMNIFICATION**

Laredo Chamber of Commerce shall indemnify and hold County harmless from any and all claims arising out of the performance of its duties under this agreement.

**ARTICLE 12
NOTICES**

All notices called for or contemplated hereunder shall be in writing and shall be deemed to have been duly given when personally delivered or forty eight (48) hours after mailed to each party by certified mail, return receipt requested, postage prepaid as follows:

To County: County Judge/Chief Executive Administrator
1000 Houston St., 3rd Floor
Laredo, Texas 78040

To: Laredo Chamber of Commerce
Ms. Gabriela Morales
President
2310 San Bernardo Ave.
Laredo, Texas 78040

**ARTICLE 13
INCONSISTENCIES**

Where there exists any inconsistency between this Agreement and other provisions of collateral contractual agreements that are made a part hereof by reference or otherwise, the provisions of this Agreement shall control.

**ARTICLE 14
SEVERABILITY**

If any item, provision, covenant or condition of this contract should be held by a court of competent jurisdiction to be invalid, void or unenforceable, and such term, provision or condition is not an essential part of the contract and appears not to have been a controlling or material inducement to the making thereof, the same shall be deemed of no effect, and shall upon application of either party be stricken from the contract without affecting the binding force of the contract as it shall remain after omitting such provision.

**ARTICLE 15
LAW OF TEXAS**

This Agreement shall be governed by and construed in accordance with the laws of the State of Texas and shall be enforced in the Webb County, Texas.

**ARTICLE 16
AMENDMENT**

No changes to this Agreement shall be made except upon written agreement of both parties.

**ARTICLE 17
HEADINGS**

The headings used herein are for convenience of reference only and shall not constitute a part hereof or affect the construction or interpretation hereof.

**ARTICLE 18
WAIVER**

The failure on the part of any party to exercise or to delay in exercising, and no course of dealing with respect to any right hereunder shall operate as a waiver thereof; nor shall any single or partial exercise of any right hereunder preclude any other or further exercise thereof or the exercise of any other right. The remedies provided herein are cumulative and not exclusive of any remedies provided by law or in equity, except as expressly set forth herein.

**ARTICLE 19
COUNTERPARTS**

This Agreement may be executed in any number of and by the different parties hereto on separate counterparts, each of which when so executed shall be deemed to be an original, and such counterparts shall together constitute but one and the same document.


**ARTICLE 20
TERMINOLOGY AND DEFINITIONS**

All personal pronouns used herein, whether used in the masculine, feminine, or neutral, shall include all other genders; the singular shall include the plural and the plural shall include the singular.


2 Signed in duplicate originals, both of equal force, on this the 6th January day of ~~December~~, 2021.

COUNTY OF WEBB

Laredo Chamber of Commerce

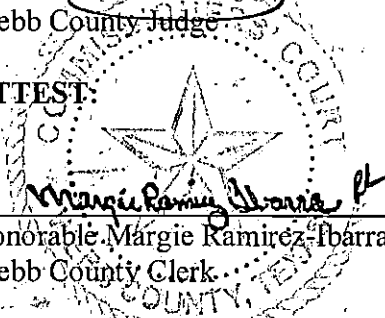
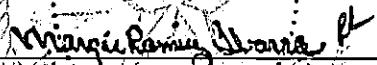


Honorable Fano E. Tijerina
Webb County Judge



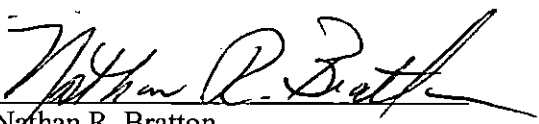
Gabriela Morales
President

ATTEST:

Honorable Margie Ramirez-Ibarra
Webb County Clerk

APPROVED AS TO FORM:



Nathan R. Bratton
Webb County Civil Legal Division Director*

*By law, this office may only advise or approve contracts or legal documents on behalf of its clients. It may not advise or approve a contract or legal document on behalf of other parties. Our review of this document was conducted solely from the legal perspective of our client. Our approval of this document was offered for the benefit of our client. Other parties should not rely on this approval, and should seek review and approval of their own respective attorney(s).

Section 3
 Programs/Services Provided

THE TEXAS CONSTITUTION PROHIBITS A COUNTY FROM MAKING A GIFT OF MONEY OR PROPERTY TO ANY PERSON OR ORGANIZATION. A COUNTY MAY, HOWEVER, CONTRACT WITH A PERSON OR ORGANIZATION TO PROVIDE SERVICES THAT PROVIDE A PUBLIC PURPOSE TO THE COMMUNITY. THE DETERMINATION THAT A SERVICE IS A PUBLIC PURPOSE; AND THE DECISION TO PROVIDE FINANCIAL ASSISTANCE TO AN ORGANIZATION'S MISSION TO THE COMMUNITY, IS EXCLUSIVELY THE DECISION OF THE COMMISSIONERS COURT. THERE IS NO ENTITLEMENT TO COUNTY FUNDS BY ANY ORGANIZATION.

This section sets forth a detailed description of the program for which funding is being requested. In the first column write the name or title of the program. In the second column describe the services which the program is to provide. *Be as specific as possible (dates, no. of persons to be served, detailed description of activity etc.) in setting out the deliverable or scope of services to be provided by your organization as this "Description of Services to be provided" will, if grant funds are awarded, form the basis of the description of services to be delivered by the organization in the funding contract with the County. Handwritten applications will not be accepted.*

Program Name	Description of Services to be provided
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<u>"You'd be surprised!" Campaign</u>	<p>The proposed campaign is designed to address different target markets. The central theme of the campaign -- "You'd be surprised!" -- refers to the undiscovered excitement that awaits the prospective visitor in Webb County, whether the individual's interest lies in bird watching, hunting, history of the area, sightseeing and shopping, or, for the business minded, conference settings.</p> <p>Each of the proposed services/activities proposed will evolve from the central theme, but will adapt to the particular market.</p> <hr/> <p>SHOPPING -- Webb County's retail industry is largely dependent on two particular markets aside from the local population: visitors from other parts of Texas attracted by Mexican imports and other unique products. and families from northern Mexico attracted by U.S. brands and products. The "You'd be surprised!" shopping campaign will be refreshed to address these two specific markets.</p> <p>- Visitors from other areas of Texas - The campaign will once again reach out to populations within a 300-mile radius (i.e., visitors that can travel by car). It will be based largely on use of social media, and print media from small communities in the Central Texas area. Proposed reach: 150,000 households. (cont.)</p>
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Section 3 (cont.)
Program/Services Provided

Program Name

"You'd be surprised" Campaign

Visitors from Northern Mexico – Traditionally, Mexican families that reside in the northern region of Mexico, e.g., Monterrey, NL, and surrounding communities, travel to cities on the U.S. side of the border on shopping excursions. Although federal regulations established as a result of COVID have maintained the border closed to Mexican tourists for over 14 months, it is anticipated that this edict will soon come to an end. It is vital to reinstate a promotional campaign aimed at attracting middle class and affluent families from these areas. Proposed reach: 200,000 households.

Hunting Enthusiasts – The Cola Blanca Hunting Contest, launched by the Laredo Chamber three decades ago, continues to be one of the more popular contests of the South Texas area. Capitalizing on the area's prize whitetail deer, the "You'd be surprised!" campaign will continue to promote Webb County as a favored hunting destination. Proposed activities include: renewed involvement in the Hunters Extravaganza Trade Show in Houston, Tx; expansion of the Cola Blanca Clay Shoot Competition; and the Cola Blanca Awards Banquet. Proposed reach via traditional and social media: 100,000+

Outdoor Sports Enthusiasts and Nature Lovers – Webb county is home to the Casa Blanca State Park and Lake and the Casa Blanca Golf Course. Add to this ten months of sunshine and pleasant weather and you have a perfect recipe for family fun. The proposed campaign will collaborate with county personnel to create activities and promotional materials aimed at promoting Webb County's attractions. In addition, it will expand to capitalize on Webb County's flora and fauna to promote activities such as bird watching.

Corporate Market – Webb County's status as major producer of natural gas and its rapidly evolving energy industry, and its ever-expanding transportation/logistics industry, constantly attract the attention of major corporations that seek to relocate or expand their operations. As a result, Webb's importance as location for corporate meetings and conferences is well established. The proposed campaign will capitalize on this by developing institutional materials that promote available meeting facilities and services and will further, collaborate with local hotels and businesses to assist in their promotional efforts.

Tourists and History Buffs – Webb County is home to a variety of historical settings that remain unexplored to many prospective visitors. The "You'd be surprised!" campaign offers a perfect mechanism to bring many of these treasures to life. The campaign proposes to generate increased interest in the work of sister organizations, e.g., the Webb County Historical Foundation, via the use of marketing/promotional materials.

Webb County's Fair & Exposition Complex – As Webb County launches construction of its Fair & Exposition complex, it is important to maintain prospective visitors and "users" informed of its progress and the availability of its facilities once completed. The proposed campaign intends to utilize its available mechanisms, e.g., websites, social media platforms, tourist information center, etc., to complement any activity designed towards this end.