



CITY OF ROGERS
Office of the Mayor
Mayor Greg Hines

November 4, 2014

To whom it may concern,

Having served on the Rogers City Council for twelve years and now as Mayor for the last four years, I have a unique perspective of the relationship between the city, chamber, and our CVB. I can say from experience, having our CVB housed and ran through the Rogers Chamber of Commerce has proven to be a very positive and successful model. There are many benefits to this set up, not the least of which being the added credibility and accountability it provides to the public.

Another added benefit I have witnessed over the years has been the collaboration and force-multiplier as it relates to man power. The Rogers CVB when needed is able to roll out fifteen or more people (all but three are chamber staff) to help work an event, making our operation seem very impressive to the groups attracted to our area. We contract with the Chamber for a number of services including the CVB. It is our estimation that the return on investment is exponentially more through this relationship.

I believe it to be one of the best public-private partnerships a city can have, provided the community has a strong and vibrant Chamber of Commerce.

A handwritten signature in black ink, appearing to read "Greg Hines", is written over a white rectangular area.

Mayor Greg Hines

City of Rogers