



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: June 20, 2016

Re: Resolution Authorizing Renewal of Agreement for Tourism Marketing Agency

Executive Summary

This resolution will continue the successful marketing efforts of Columbia's Destination Marketing Organization (DMO). The agreement with Woodruff Sweitzer (WS) needs to be renewed for media, design, marketing, advertising, communication and other similar services for the Columbia Convention & Visitors Bureau.

Discussion

The initial partnership with WS was established after a competitive bid process in 2012. The CVB has worked with WS to create the CVB's most researched, targeted and integrated marketing campaign to date along with the creation of a new destination brand.

The partnership with WS resulted in the first new destination brand for Columbia in nearly a decade. Their continued work with the CVB ensures that the new brand and marketing campaigns are thoughtfully designed, brand appropriate and message driven. Their integrated designs for print, television and online ensure brand and creative consistency. The relationship between WS and the CVB is open and allows for new ideas and creative concepts to be explored.

Woodruff Sweitzer's understanding of CVB operations and the tourism industry along with their strong tactics to achieve goals and get results have resulted in strong marketing effectiveness results for Columbia as a destination. Their focus on planning and executing continues to generate results for the CVB.

Renewing the agreement with WS will allow essential destination marketing activities to continue for Columbia. The ongoing consistency of these marketing efforts is vital to CVB operations as a destination marketing organization.

Fiscal Impact

Short-Term Impact: \$365,000

Long-Term Impact: \$780,000



Vision & Strategic Plan Impact

Vision Impacts:

Primary Impact: Economic Development, Secondary Impact: Community Character, Tertiary Impact: Arts & Culture

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Economic Development, Secondary Impact: Not applicable, Tertiary Impact: Not Applicable

Legislative History

Date	Action
7/20/2012	Entered in to a two-year agreement with Woodruff Sweitzer for media, design, marketing, advertising, and communication services.
7/9/2014	Extended advertising agreement for additional two years.

Suggested Council Action

Adoption of the resolution.