



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: May 15, 2017

Re: Appropriating Funds for Marketing and Promotion of United Airlines, Inc. and Authorizing Advertising Campaign Agreement

Executive Summary

City of Columbia is obligated to provide \$250,000 in marketing efforts towards United Airline flights between Columbia Regional Airport and Denver International Airport. This ordinance will appropriate these funds from the Convention & Visitors Bureau and authorize the advertising agreement with Bucket Media.

Discussion

\$250,000 will be appropriated from the CVB unreserved fund to the CVB advertising fund for the purpose of fulfilling the air services agreement, as approved by Council (B82-17) on March 20, 2017.

Bucket Media has been working with Columbia Regional Airport in the area of media buys for almost three years. They are able to provide creative services as well as media placement with short notice to the required demographic of the campaign. The use of another marketing firm, unfamiliar with Columbia Regional Airport, would require a startup time of 6 to 8 weeks which is well outside of the timeline to implement the campaign for maximum effectiveness. The Bucket Media advertising campaign would include strategic placement and messaging utilizing digital media, both online and social platforms.

Fiscal Impact

Short-Term Impact: \$250,000

Long-Term Impact: n/a

Vision & Strategic Plan Impact

[Vision Impacts:](#)

Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Strategic Plan Impacts:](#)

Primary Impact: Economy, Secondary Impact: Secondary, Tertiary Impact: Tertiary

[Comprehensive Plan Impacts:](#)



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Primary Impact: Economic Development, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

| Date | Action |
|---------|---|
| 3/20/17 | Passage of B82-17 Authorizing Air Services Agreement with United Airlines, Inc. |

Suggested Council Action

Approval of the ordinance and authorization of the advertising agreement.