



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 Agreement Renewal for Tourism Public Relations

Executive Summary

This resolution would renew the agreement with Beenders Walker Group to continue successful public relations efforts of the Columbia Convention & Visitors Bureau.

Discussion

The Convention and Visitors Bureau (CVB) has had a strong working relationship with the Beenders Walker Group (BWG) since entering into an agreement with them for public relations services five years ago. This initial partnership was established after a competitive bid process.

The partnership with BWG has greatly heightened Columbia's reputation as a destination. As an agency with strong travel and tourism experience, BWG's expertise in public relations and in Columbia has resulted in increased and enhanced media coverage. This partnership allows the CVB access the BWG's extensive group of media contacts and relationships. Additionally, Columbia is represented at desk-side media meetings in major cities and at travel media marketplaces at a lower cost due to cost sharing with other destinations represented by BWG. Finally, press trips that the CVB has organized in partnership with BWG have generated hundreds of thousands of dollars in earned media coverage for Columbia and its tourism product.

Renewing the service agreement with BWG will allow the vital public relations efforts to continue for Columbia as a destination. The renewal of this agreement will ensure that public relations activities for Columbia as a destination continue uninterrupted.

Fiscal Impact

Short-Term Impact: \$182,520

Long-Term Impact: \$305,760

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



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Comprehensive Plan Impacts:

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

Legislative History

Date	Action
09/2011	Entered in to a five-year agreement with Beenders Walker Group for public relations, after a competitive bid process.

Suggested Council Action

Approval of the Resolution.