



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 Media Buying Agency

Executive Summary

This resolution will continue the successful marketing & advertising efforts of Columbia's Destination Marketing Organization (DMO). The agreement with True Media, LLC needs to be renewed for media buying services for the Columbia Convention & Visitors Bureau.

Discussion

The initial partnership with True Media (TM) was established after a competitive bid process in 2012. The CVB has worked with TM to create the CVB's most researched and targeted media buying in the organization's history.

Since partnering with TM, The CVB has increased their marketing reach significantly. TM provides researched, audience-targeted campaigns for the leisure, meetings & conventions, and sports markets that use creative generated by Woodruff Sweitzer to reach the best possible potential visitors.

True Media has extensive resources to conduct audience research and strong relationships with media outlets that allow them to stretch the CVB's marketing funds to reach as many potential visitors as possible. Additionally, TM provides the CVB with dedicated traditional and digital media account managers who consistently monitor placements and campaigns.

True Media's focus on digital advertising also has allowed for increased reach and engagement for a much more comprehensive marketing program for the CVB. TM's understanding of CVB operations and the tourism industry along with their strong relationships with media outlets have resulted in strong marketing effectiveness results for Columbia as a destination and a more well-rounded media mix.

Renewing the service agreement with TM will ensure that Columbia's tourism advertising continues to be placed as planned and tracked as closely as possible. The renewal of this agreement will allow the CVB to continue marketing operations, a fundamental aspect of the organization.

Fiscal Impact

Short-Term Impact: \$813,480

Long-Term Impact: \$1,220,220



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 True Media, LLC for media buying efforts for marketing & advertising
7/9/2014	Extended media buying agreement for additional two years.

Suggested Council Action

Should Council agree, staff recommends adopting the resolution.