



Department Source: City Manager

To: City Council

From: City Manager & Staff

Council Meeting Date: June 3, 2024

Re: Agreement between the City of Columbia and the Chamber of Commerce for the Boomerang Program Marketing Services

Executive Summary

Authorizing an agreement between the City of Columbia and the Chamber of Commerce for the Boomerang Program Marketing Services.

Discussion

The Boomerang program is a marketing campaign that will target young adults and people of working ages that have a connection to Columbia. The goal is to educate individuals about career opportunities, pathways to prosperity, and quality of life which makes Columbia a great place to live, learn, work and play. This program will work with our institutions of higher education, K-12 education institutions and other community partners to build a target audience.

The benefit of this program is to continue to grow the workforce for Columbia as to continue retaining and attracting businesses that will offer career opportunities in all skilled areas.

This initiative was discussed during the FY24 Budget presentation.

Fiscal Impact

Short-Term Impact: The City shall pay \$100,000 for the first year of service.

Long-Term Impact: The City may renew the Agreement for up to two additional, successive one-year terms. Total cost \$300,000.

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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

Legislative History

	Not applicable.

Suggested Council Action

Authorize the City Manager to execute the Boomerang Program Marketing Services agreement.