



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: June 21, 2021

Re: Authorizing One-Year Professional Services Agreements for Marketing, Media and Public Relations Services

Executive Summary

The Convention & Visitors Bureau (CVB) currently uses three separate vendors for marketing/creative services (Woodruff), media services (True Media) and public relations services (The Beenders-Walker Group). The CVB is requesting authorization to extend each of those agreements for one year through fiscal year 2022 (to expire September 30, 2022).

Discussion

For the first time, the City will be consolidating its call for marketing, media and public relations services under one Request for Proposal (RFP). In order to accommodate all departments that would like to participate in the RFP process, the CVB needs to extend its agreements by one year to fit the timeline.

Extension of these agreements will allow for continuation of vital service lines for the CVB and for a transfer to new vendors, if needed, once the RFP process is executed.

Funds will be appropriated in the CVB 2022 Budget.

Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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

Legislative History

Date	Action
6/20/2016	R81-16 – Authorized agreement with True Media
6/20/2016	R82-16 – Authorized agreement with Woodruff



City of Columbia

701 East Broadway, Columbia, Missouri 65201

6/20/2016

R80-16 – Authorized agreement with Beenders-Walker Group

Suggested Council Action

Approval of the Resolution.