



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: November 18, 2024

Re: Resolution accepting agreement with Missouri Life for Visitor Guide services

Executive Summary

The Convention and Visitors Bureau (CVB) produces a Visitors Guide every 24 months, which serves as its main print collateral piece for attracting visitors, conferences and sports events. This agreement will allow Missouri Life to begin work on a new Visitors Guide for production in 2025.

Discussion

A request for proposal (RFP) was issued for the Visitors Guide project under RFP 98/2024 in May 2024 for Visitors Guide production and distribution. Missouri Life submitted the sole proposal and the review committee determined the vendor could deliver all services within the scope of the RFP. In the FY25 budget, \$50,000 was approved for the execution of the Visitors Guide project.

Missouri Life will be selling advertising in the Visitors Guide to offset the costs of production and distribution of the guide. This was proposed in a revenue share format with Missouri Life keeping 75% of the revenue and the CVB receiving 25%. The revenue generated by Missouri Life will be applied to the amount due from the CVB to Missouri Life for the design, production and distribution of the guide. Based on historical sales, it is unlikely that the sales will result in the CVB receiving any funds but rather a potential lowering of costs for the guide.

Fiscal Impact

Short-Term Impact: \$50,000

Long-Term Impact: n/a

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

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

Comprehensive Plan Impacts:

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

Legislative History

Date	Action
n/a	n/a

Suggested Council Action

Approval of the resolution.