



# City of Broken Arrow

## Legislation Details (With Text)

**File #:** 24-583 **Name:**

**Type:** Consent Item **Status:** Agenda Ready

**File created:** 4/29/2024 **In control:** Broken Arrow City Council

**On agenda:** 7/15/2024 **Final action:**

**Title:** Ratification of previous payment of \$150,000 and approval of and authorization to execute a contract with Inhouse Advertising for marketing services

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. InHouse Professional Services Contract FY25

Date	Ver.	Action By	Action	Result
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**Broken Arrow City Council**  
**Meeting of: 07/15/2024**

**Title:** Ratification of previous payment of \$150,000 and approval of and authorization to execute a contract with Inhouse Advertising for marketing services

**Background:**

On October 18, 2022, City Council approved a request for proposal to obtain marketing services as set forth in the Visit Broken Arrow Strategic Plan with a cost not to exceed \$150,000.

On May 9, 2023, the Visit Broken Arrow Board approved rewarding the contract to Inhouse Advertising (17 submissions were received and reviewed by a VBA Committee).

Inhouse has satisfactorily completed the original contract including the development and initial implementation of a robust marketing strategy for Visit Broken Arrow.

Visit Broken Arrow and Inhouse have negotiated a new scope of work for FY25 to include carrying out the marketing strategy identified in the original contract, as well as a heavy focus on the “Bullseye” marketing campaign as presented to the Visit Broken Arrow Board on May 27, 2024 and City Council on June 3, 2024.

A few highlights of the FY25 contract:

- New Website Build Out
- New Instagram Rebuild
- Monthly Organic Posting
- Quarterly Newsletter
- Micro Influencer
- Bullseye marketing
- Digital advertising - SEO, social, targeted display
- Traditional advertising - TV, print, radio

- Creative design work
- Custom Product ordering

**Cost:** \$150,000

**Funding Source:** Visit Broken Arrow

**Requested By:** Makala Barton, Tourism Manager

**Approved By:** City Manager's Office

**Attachments:** N/A

**Recommendation:**

Ratify previous payment of \$150,000 and approve and authorize execution of a contract with Inhouse Advertising