



City of Broken Arrow

Request for Action

File #: 24-583, Version: 1

**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

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Attachments: N/A

Recommendation:

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