



City of Broken Arrow

Legislation Details (With Text)

File #:	17-2316	Name:	
Type:	Consent Item	Status:	Agenda Ready
File created:	6/7/2017	In control:	Broken Arrow City Council
On agenda:	7/3/2017	Final action:	
Title:	Approval of and authorization to execute a Professional Consultant Services Contract with Destination Services, LLC for a strategic plan implementation for the Broken Arrow Convention and Visitors' Bureau		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. Services Contract with Destination Services, LLC.		

Date	Ver.	Action By	Action	Result
7/3/2017	1	Broken Arrow City Council	approved	Pass

Broken Arrow City Council
Meeting of: 07-03-2017

To: Mayor and City Council
From: Office of Tourism
Title: Approval of and authorization to execute a Professional Consultant Services Contract with Destination Services, LLC for a strategic plan implementation for the Broken Arrow Convention and Visitors' Bureau

Background:

Young Strategies and Destination Services, LLC completed an extensive destination tourism asset inventory for Broken Arrow January 17, 2017. The results from this study provided a Strategic Plan for the Convention and Visitors' Bureau (CVB). Some of the objectives provided in the Strategic Plan include:

- Assist the CVB staff in all Strategic Plan implementation strategies
- Provide staff instruction as it relates to strategy implementation
- Assist with the development of effective sales efforts as recommended by the Strategic Plan
- Assist the CVB with evaluating the success of various implementation plans

Some of the action items that will be required in order to fully implement the Strategic Plan include:

- Create a new structure for the CVB to focus on sales and marketing to drive increased room demand
- Increase the size of the board from seven to nine members
- Increase staffing to include Group Sales and Administrative/Office Support
- Develop aggressive strategies for website/digital and traditional marketing partnership with regional and state CVBs

Staff is recommending approval of a Services Contract with Destination Services, LLC to provide assistance to the CVB to implement the Strategic Plan for a cost of \$2,800.00 per month. Staff is recommending a six-month Services Contract with Destination Services, LLC to begin July 1, 2017 thru December 31, 2017 for a cost of \$16,800.00 for Fiscal Year 2017.

Funding for the strategic plan implementation is from the Broken Arrow Convention and Visitors' Bureau.

Cost: **\$16,800.00**

Prepared By: **Lori Hill, Tourism Director**

Reviewed By: **Assistant City Manager, Administration**
Finance Department
Legal Department
Michael L. Spurgeon, City Manager

Approved By: **Norman Stephens, Economic Development Coordinator**

Attachments: **Services Contract with Destination Services, LLC.**

Recommendation:

Approve and authorize execution of a Professional Consultant Services Contract with Destination Services, LLC