



City of Broken Arrow

Legislation Details (With Text)

File #: 17-2826 **Name:**
Type: Consent Item **Status:** Passed
File created: 10/26/2017 **In control:** Broken Arrow City Council
On agenda: 11/7/2017 **Final action:** 11/7/2017
Title: Approval of and authorization to execute a services contract between the City of Broken Arrow and Stoney Creek Hospitality Corporation to assist with the marketing and promotion of the Broken Arrow Conference Center

Sponsors:

Indexes:

Code sections:

Attachments: 1. Services Contract with Stoney Creek Hospitality Corporation

Date	Ver.	Action By	Action	Result
11/7/2017	1	Broken Arrow City Council	approved	Pass

Broken Arrow City Council
Meeting of: 11-07-2017

To: Mayor and City Council

From: Office of Tourism

Title:

Approval of and authorization to execute a services contract between the City of Broken Arrow and Stoney Creek Hospitality Corporation to assist with the marketing and promotion of the Broken Arrow Conference Center

Background:

The Stoney Creek Hotel and Conference Center recently opened in Broken Arrow. As part of the marketing efforts of the Conference Center, Stoney Creek Hospitality Corporation has a strategic advertising campaign that has been implemented to include media types such as billboards, area magazines, radio, public transit bus wraps, Google ad words and social media.

Stoney Creek Hospitality Corporation requested \$50,000.00 in funding assistance from the Broken Arrow Convention and Visitors' Bureau to assist with their current marketing strategy to help promote the Conference Center. Funding assistance from the CVB would allow for Stoney Creek Hospitality Corporation to increase their marketing efforts to promote the opening of the Conference Center and to generate overnight overflow accommodations to surrounding Broken Arrow lodging properties. The CVB approved this request at their October 9, 2017 meeting. Fiscal Year 2018 Budget Amendment Number 1 provides the funding in the Convention and Visitors Bureau Fund for this services contract.

Staff is recommending approval of the Services Contract with Stoney Creek Hospitality Corporation.

Cost: \$50,000.00

Prepared By: Lori Hill, Tourism Director

Reviewed By: **Legal Department**
 Assistant to the City Manager/Economic Development Coordinator
 Finance Department
 Assistant City Manager, Administration
 Legal Department

Approved By: **Michael L. Spurgeon, City Manager**

Attachments: **Services Contract with Stoney Creek Hospitality Corporation**

Recommendation:

Approve the Services Contract with Stoney Creek Hospitality and authorize its execution.