



City of Broken Arrow

Legislation Details (With Text)

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| File #: | 18-1169 | Name: | |
| Type: | Consent Item | Status: | Passed |
| File created: | 9/28/2018 | In control: | Broken Arrow City Council |
| On agenda: | 10/16/2018 | Final action: | 10/16/2018 |
| Title: | Approval of and authorization to execute a Professional Services Contract with Destination Services, LLC to continue the implementation of the Strategic Plan for the Convention and Visitors' Bureau | | |
| Sponsors: | | | |
| Indexes: | | | |
| Code sections: | | | |
| Attachments: | 1. Professional Services Contract with Destination Services, LLC | | |

| Date | Ver. | Action By | Action | Result |
|------------|------|---------------------------|----------|--------|
| 10/16/2018 | 1 | Broken Arrow City Council | approved | Pass |

Broken Arrow City Council Meeting of: 10-16-2018

Title:

Approval of and authorization to execute a Professional Services Contract with Destination Services, LLC to continue the implementation of the Strategic Plan for the 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

Destination Services, LLC is nearing the completion of the recent six-month Strategic Plan implementation contract. Staff felt it necessary to keep the momentum going and requested the CVB consider another six-month contract with Destination Services, LLC. At their September 10, 2018 meeting, the CVB approved a six-month contract with Destination Services, LLC to finalize the implementation of the Strategic Plan.

Staff is recommending approval of a Professional Services Contract with Destination Services, LLC to provide assistance to the CVB to finalize the implementation of the Strategic Plan for a cost of \$12,800.00, inclusive of travel expenses. The Professional Services Contract would begin October 1, 2018 and conclude March 31,

2019.

Cost: **\$12,800.00**

Funding Source: Fund 027 - Convention and Visitors' Bureau

Requested By: Lori Hill, Tourism Director

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

Attachments: Professional Services Contract with Destination Services, LLC

Recommendation:

Approve and authorize execution of a Professional Services Contract with Destination Services, LLC in the amount of \$12,800.00, inclusive of travel expenses.