



City of Broken Arrow

Request for Action

File #: 17-1831, Version: 1

**Broken Arrow Convention and Visitors' Bureau
Meeting of: 03-13-2017**

To: Convention and Visitors' Bureau Board
From: Office of Tourism
Title: Consideration, discussion and possible approval of Services Contract with Destination Services, LLC to assist the Convention and Visitors Bureau with the implementation of the Strategic Plan for a cost of \$8,400.00 for Fiscal Year 2017

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 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 three-month Services Contract with Destination Services, LLC to begin April 1, 2017 thru June 30, 2017 for a cost of \$11,400.00 for Fiscal Year 2017.

Cost: \$8,400.00
Prepared By: Lori Hill, Tourism Director
Reviewed By: Finance Department

**Legal Department
Assistant City Manager**

**Approved By: Norman Stephens, Assistant to the City Manager/Economic Development
Coordinator**

Attachments: DRAFT Services Contract with Destination Services, LLC

Recommendation:

Approve Contract with Destination Services, LLC