



City of Broken Arrow

Request for Action

File #: 17-2316, Version: 1

**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