



City of Broken Arrow

Request for Action

File #: 18-1169, **Version:** 1

**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.