



City of Broken Arrow

Request for Action

File #: 19-613, **Version:** 1

Broken Arrow City Council
Meeting of: 06-03-2019

Title:

Approval of and authorization to execute a First Amendment to the Professional Services Agreement between the City of Broken Arrow and Granicus, LLC to include the Broken Arrow Convention and Visitors Bureau website

Background:

The citizen website, BrokenArrowOK.gov, is utilized by about 48,000 visitors each month for many reasons, including, but not limited to paying fines, applying for jobs, setting up utilities, reporting problems and reading City news. The current layout and design of the citizen website is outdated and lacks features that accommodate users' technological capabilities.

Granicus proposes to create a website that is mobile friendly. Currently, about 55 percent of visitors access the website through a mobile device, and that percentage is expected to grow. The company's approach to redesigning the website is citizen-focused and starts with research into how website visitors want to engage with the site and what services and information is most important to them. Granicus will also interview internal stakeholders to understand the City's goals. This research will inform the design, content structure and development of the website.

The Broken Arrow Convention and Visitors Bureau currently has a sub-website with the City's website to promote tourism at VisitBrokenArrowOK.com. As the City of Broken Arrow transitions to a new website provider, the CVB website must follow. Granicus has amended the City of Broken Arrow Professional Services Agreement to include the CVB website and design.

Cost: \$10,000.00

Funding Source: Fund 27 - Convention and Visitors Bureau

Requested By: Lori Hill, Tourism Director

Approved By: City Manager Office

Attachments: Granicus Addendum for Broken Arrow CVB Website

Recommendation:

Approve and authorize the First Amendment to the Professional Services Agreement with Granicus, LLC.