

Introduced by \_\_\_\_\_ Council Bill No. R 255-13

**A RESOLUTION**

authorizing an amendment to the service agreement with Woodruff Sweitzer and True Media for marketing and advertising agency services for the Convention and Visitors Bureau.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. The City Manager is hereby authorized to execute an amendment to the service agreement with Woodruff Sweitzer and True Media for marketing and advertising agency services for the Convention and Visitors Bureau. The form and content of the amended agreement shall be substantially as set forth in "Exhibit A" attached hereto and made a part hereof.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2013.

ATTEST:

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Mayor and Presiding Officer

APPROVED AS TO FORM:

\_\_\_\_\_  
City Counselor

**AMENDMENT TO SERVICE AGREEMENT  
CCVB MARKETING AND ADVERTISING AGENCY SERVICES**

This Amendment to Service Agreement for CCVB Marketing and Advertising Agency Services (this "Amendment") is made and entered into on this \_\_\_\_\_ day of December, 2013 by and between the City of Columbia, Missouri, a municipal corporation (hereinafter "City"), Woodruff Sweitzer, a Missouri marketing and advertising agency (hereinafter "Woodruff Sweitzer") and True Media, a Missouri media/communications agency (hereinafter "True Media").

WHEREAS, City issued a Request for Proposals for marketing and advertising agency services for its Convention and Visitors Bureau (hereinafter "CCVB"); and

WHEREAS, City's Purchasing Division, after thorough evaluation of the proposals submitted, entered into a Service Agreement with Woodruff Sweitzer and True Media for marketing and advertising agency services on July 10, 2012; and

WHEREAS, the parties amended the original Service Agreement on March 13, 2013.

NOW, THEREFORE, City, Woodruff Sweitzer and True Media hereby further amend their Agreement for marketing and advertising agency services as follows:

1. Paragraph 3. is amended to read as follows:

"Compensation. Itemized breakdown of fees and expenses per attachments 3.2B, 3.5A and 3.5B; total of fees shall be increased by \$366,000.00. Total of fees and expenses not-to-exceed \$687,213.50."

2. All other provisions of the July 10, 2012 agreement and first amendment dated March 13, 2013, shall remain in effect.

[SIGNATURES ON THE FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties have caused this Amendment to Service Agreement to be signed by their duly authorized representatives as of the date first above written.

**CITY OF COLUMBIA, MISSOURI**

By: \_\_\_\_\_  
Mike Matthes, City Manager

ATTEST:

\_\_\_\_\_  
Sheela Amin, City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
Nancy Thompson, City Counselor

CERTIFICATION: I hereby certify that this agreement is within the purpose of the appropriation to which it is to be charged, Account No. 229-4810-509.43-10, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

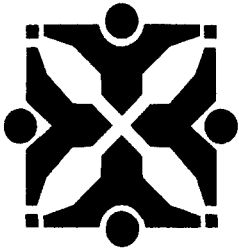
By: \_\_\_\_\_  
John Blattel, Director of Finance

**WOODRUFF SWEITZER**

By: \_\_\_\_\_  
Terry Woodruff, President

**TRUE MEDIA**

By: \_\_\_\_\_  
Jack Miller, President



Source: Convention and Visitors Bureau *[Signature]*

Agenda Item No:

To: **City Council**  
From: **City Manager and Staff** *[Signature]*

Council Meeting Date: Dec 2, 2013

Resolution Authorizing Amendments to the Convention and Visitors Bureau's Marketing and  
**Re:** Advertising Purchase Contracts.

**EXECUTIVE SUMMARY:**

The Columbia Convention and Visitors Bureau (CVB) utilizes the services of a local marketing firm (Woodruff Sweitzer) and local advertising placement firm (True Media). These companies produce creative and purchase advertising for the CVB to promote Columbia as a tourism destination. The resolution would amend the existing contract with Woodruff Sweitzer and True Media.

**DISCUSSION:**

The initial partnerships with Woodruff Sweitzer and True Media were established after a competitive bid process through the city's Purchasing Division. The CVB has worked with these two entities to create the CVB's most researched, targeted and integrated marketing campaign to date along with the creation of a new destination brand.

These marketing efforts have proven to be successful. For example, the partnership with Woodruff Sweitzer resulted in the first new destination brand for Columbia in nearly a decade. Their continued work with the CVB ensures that the new brand and marketing campaigns are thoughtfully designed, brand appropriate and message driven. Their integrated designs for print, television and online (ex: banner ads, travel web pages) ensure brand and creative consistency.

The partnership with True Media allows the CVB to receive added value during advertising buys, higher advertising saturation and competitive unit pricing. While in the past, these efforts would have required 33 separate contracts to be issued, working with True Media creates a more streamlined effort and added value for the CVB, allowing marketing messages to reach more potential visitors. In just the first fiscal year of this integrated marketing campaign, hotel tax revenues increased 9.5%, which can be attributed to the new, consolidated advertising approach. An advertising effectiveness study in early 2014 will also attest to the success of these efforts by measuring the spread and impact of the new campaign.

The expanded scope for these contracts will continue to leverage the CVB's buying power across multiple media outlets and will ensure that marketing efforts for the CVB are not disrupted.

**FISCAL IMPACT:**

N/A

**VISION IMPACT:**

<http://www.gocolumbiamo.com/Council/Meetings/visionimpact.php>

**SUGGESTED COUNCIL ACTIONS:**

Council motion to approve the legislation.

FISCAL and VISION NOTES:					
City Fiscal Impact Enter all that apply		Program Impact		Mandates	
City's current net FY cost		New Program/ Agency?	No	Federal or State mandated?	No
Amount of funds already appropriated	\$366,000.00	Duplicates/Epands an existing program?	No	Vision Implementation Impact	
Amount of budget amendment needed	\$0.00	Fiscal Impact on any local political subdivision?	No	Enter all that apply: Refer to Web site	
Estimated 2 year net costs:		Resources Required		Vision Impact?	No
One Time	\$0.00	Requires add'l FTE Personnel?	No	Primary Vision, Strategy and/or Goal Item #	
Operating/ Ongoing	\$0.00	Requires add'l facilities?	No	Secondary Vision, Strategy and/or Goal Item #	
		Requires add'l capital equipment?	No	Fiscal year implementation Task #	



Client: Columbia CVB  
Campaign: FY14 Sports Media Plan  
Date: February 8, 2013  
Revision #1  
Planner: Emily Ann Brown  
Date Approved: Approval Pending

[illegible]

Planner: Emily Ann Brown  
Date Approved: Approval Pending

\$10,752
\$1,228
\$1,228
\$1,228
\$4,622
\$1,455
\$6,729
\$12,677
\$7,752
\$9,408
\$57,871
\$5,320
\$5,320
\$1,344
\$11,984
\$20,907
\$20,180
\$11,200
\$2,800
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\$971
\$116,031
\$2,500
\$2,500
\$5,000
\$1,950
\$2,375
\$6,325

Planner: Emily Ann Brown  
Date Approved: Approval Pending

JIS/2013 Revision #0



Leisure Travel			Date Approved: Approval Pending																																																																			
Group Tours			Q1													Q2													Q3													Q4																												
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Broadcast Month			July				August				September					October				November				December				January				February				March				April				May				June																						
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	Relocating to the Lake	1/2 Page Full Color																																																																				
	Second Home Living	1/2 Page Full Color																																																																				
	Relocating to Columbia	1/2 Page Full Color																																																																				
	Columbia CVB Visitor's Guide	Full Page Full Color																																																																				
	Mizzou Visitor's Guide	1/2 Page Full Color																																																																				
	Missouri Travel Guide	1/3 Page Square Full Color																																																																				
Yes	St. Louis Magazine	2/3 Page Vertical Full Color																																																																				
Yes	Spaces Kansas City	1/2 Page Full Color																																																																				
Yes	Group Travel Leader	1/2 Page Full Color																																																																				
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Client: Columbia CVB  
 Campaign: FY14 Conventions & Meetings Media Plan  
 Date: 3/6/13  
 Revision #3  
 Planner: Emily Ann Brown  
 Date Approved: Approval Pending

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## 2013 BLOCKING CHART

**Client: Columbia CVB**  
**Campaign: FY14 Sports Media Plan**  
**Date: February 8, 2013**  
**Revision #1**  
**Planner: Emily Ann Brown**  
**Date Approved: Approval Pending**

		2013-Q3												2013-Q4												2014-Q1												2014-Q2																			
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Broadcast Month		July				August				September				October				November				December				January				February				March				April				May				June											
Week Starts on Monday		1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23				
Magazines	Details																																																								
	Sports Planning Guide																																																								
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**LEISURE TRAVEL PLAN**

## CABLE TV

St. Louis Cable TV  
Kansas City Cable TV

## RADIO

Learfield / Missouri Net Radio

## MAGAZINE

St. Louis Magazine  
KC Magazine  
Relocating to the Lake  
Second Home Living  
Columbia CVB Guide  
Mizzou Visitors Guide  
Missouri Travel Guide

## OUTDOOR

### I-70 Billboards

NEWSPAPER

Madden Fa/Wa & Spr/Sum Insert  
Columbia Daily Tribune  
Columbia Missourian  
Festival Program Ads

## SPONSORSHIPS

Mizzou Sports Properties

## DIGITAL

- Pitch Weekly eNewsletter Banner Ads
- Riverfront Times eNewsletter Banner
- Madden iBrochure
- Facebook Ads
- Trip Advisor Banner Ads
- Adnetwork

[illegible]

Items Cut from Original Plan:	SEC e-Blast
	Missouri Life Magazine
	Mizzou Magazine
	Show Me Magazine
	Delta In Flight Magazine
	Additional web components with existing print partners.



## MAGAZINE

2012 / 2013

[illegible]

Items Cut from Original Plan	Group Tour Directories
	Group Tour Websites

## MAGAZINE

Items Cut from Original Plan	MSAE Events
	Inside Columbia Magazine
	Convention Website Banner Ads
	Society of Gov Meeting Pros
	Joint Meeting Planners Show

\$5,474  
\$1,000  
\$7,600  
\$7,605  
\$2,700  
\$2,700  
\$500  
\$230  
  
\$27,809