



Agenda Item Number: R96-14

Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: May 19, 2014

Re: The Convention and Visitors Bureau's Extension and Service Agreement for Marketing and Advertising.

## Documents Included With This Agenda Item

Council memo, Resolution, Contract Extension

Supporting documentation includes: None

## Executive Summary

The Columbia Convention and Visitors Bureau (CVB) utilizes the services of a local marketing firm (Woodruff Sweitzer) for creative design and a local advertising placement firm (True Media) for collective and bulk advertising placement. The current contract ends July 10, 2014 and CVB is requesting a 2 year extension. This would avoid disrupting any advertising or marketing plans.

## 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 companies to create the CVB's most researched, targeted and integrated marketing campaign to date along with the creation of a new destination brand.

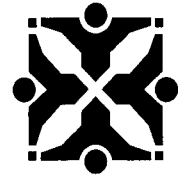
These marketing efforts have proven to be successful. The partnership with Woodruff Sweitzer resulted in the first new destination brand for Columbia in nearly a decade. Their continued work with the CVB ensures that the new brand and marketing campaigns are thoughtfully designed, brand appropriate and message driven. Their integrated designs for print, television and online banner ads 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. An advertising effectiveness study done in early 2014 attests to the success of these efforts. Columbia's marketing and media campaign generated an ROI of \$74 for every \$1 spent. The ads also had a positive impact on intentions to visit the area, which increased 11% after being exposed to the print ads.

The extension and service agreement of these services will continue to leverage the CVB's buying

# City of Columbia

701 East Broadway, Columbia, Missouri 65201



power across multiple media outlets and will ensure that marketing efforts for the CVB are not disrupted.

## Fiscal Impact

No new resources are required.

No new facilities are required.

No new capital spending is expected.

Long-Term Impact: Continue to allow for advertising/marketing in CVB budgeting efforts, spending not to exceed a total of \$275,000 for Woodruff/Sweitzer creative and \$850,000 for True Media advertising buys for FY15 and FY16

## Vision, Strategic & Comprehensive Plan Impact

Vision Impact: Not Applicable

Strategic Plan Impact: Economic Development, Financial Health

Comprehensive Plan Impact: Economic Development

## Suggested Council Action

Council motion to approve the legislation.


## Legislative History

July 10, 2012 - Original Contract \$7,000.00

July 10, 2012 - Amended that a total of fees and expenses not-to-exceed \$200,000.

March 13, 2013 - Amended that a total of fees and expenses not-to-exceed \$321,213.50.

December 9, 2013 - Amended that a total of fees and expenses not-to-exceed 687,213.50.

  
\_\_\_\_\_  
Department Approved

  
\_\_\_\_\_  
City Manager Approved

Introduced by \_\_\_\_\_ Council Bill No. R 96-14

**A RESOLUTION**

authorizing an extension to the service agreement for marketing and advertising with Woodruff Sweitzer and True Media LLC 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 extension to the service agreement for marketing and advertising with Woodruff Sweitzer and True Media LLC for marketing and advertising agency services for the Convention and Visitors Bureau. The form and content of the agreement shall be substantially as set forth in "Attachment A" attached hereto and made a part hereof.

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

ATTEST:

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

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

APPROVED AS TO FORM:

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

### **Extension and Service Agreement for Marketing and Advertising**

This Agreement made an entered into this \_\_\_\_ day of \_\_\_\_\_, 2014 by and between the City of Columbia, Missouri, a municipal corporation ("City") and a joint venture between Woodruff Sweitzer, a Missouri marketing and advertising agency ("WS") and True Media LLC, a Missouri media agency ("TM"), the two companies collectively referred to as "Contractors."

WITNESSETH:

Whereas, the parties previously entered into a contract on July 10, 2012, the nature of which was for contractors to provide media, design, marketing, advertising, communication and other similar services to City, and the contract was subsequently amended July 10, 2012 and again December 9, 2012, and

Whereas, the present contract with amendments will expire on July 9, 2014, and

Whereas, the City is satisfied with the services provided by contractors and having established and implemented an effective marketing plan determine it would be most advantageous to continue to utilize contractors' services.

Now therefore for good and valuable consideration received and acknowledged by the parties, IT IS AGREED AS FOLLOWS:

1. The contract dated July 10, 2012, amended July 10, 2012 and amended again on December 9, 2013 and scheduled to terminate on July 9, 2014 shall be extended subject to the additional terms and provisions of this Extension Agreement.
2. The term of this Agreement shall be for two (2) years beginning July 10, 2014.
3. Contractors shall perform services as requested and authorized by City including but not limited to design, marketing, advertising, communication, public relations, media, website design and development, and other similar services. Contractors shall perform all services in a diligent, competent, and professional manner.
4. The rates to be charged for the various services provided by Contractors effective as of the date of the extended term is attached as Exhibit A and incorporated herein, and all fees shall be reflected in itemized statements sent to City on a completed project basis. City shall promptly remit payment for such services, upon acceptance and approval by City.
5. The total of fees and expenses for the extended term is subject to the City's budget appropriations and therefore may not exceed charges and fees by WS of two hundred seventy five thousand dollars (\$275,000.00) and may not exceed charges and fees by TM of eight hundred fifty thousand dollars (\$850,000.00) for the extended term unless

specifically authorized by the City in writing in advance.

6. All provisions and terms of the original contract of July 10, 2012 and amendments thereto shall remain in full force except as may be modified or amended by this Extension Agreement.

7. This Agreement constitutes the entire agreement of the parties. Any amendments to this Agreement must be in writing and executed by both parties.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties have caused this agreement to be executed by their duly authorized agents on the day and year 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

STATE OF MISSOURI     )  
  ) ss  
COUNTY OF BOONE     )

On this \_\_\_\_\_ day of \_\_\_\_\_, 2014, before me appeared Mike Matthes, to me personally known, who, being duly sworn, did say that he is the City Manager of the City of Columbia, Missouri, and that the seal affixed to the foregoing instrument is the corporate seal of the City and that this instrument was signed and sealed on behalf of the City by authority of its City Council and the City Manager acknowledged this instrument to be the free act and deed of the City.

IN TESTIMONY WHEREOF, I have hereunto set by hand and affixed my official seal, at my office Columbia, Boone County, Missouri, the day and year first above written.

\_\_\_\_\_  
Notary Public

My commission expires:

CERTIFICATION: I hereby certify that this contract is within the purpose of the appropriation to which it is to be charged, Account No. \_\_\_\_\_, and that there is an unencumbered balance to the credit of such appropriation sufficient to pay therefor.

\_\_\_\_\_  
John Blattell, Director of Finance

**WOODRUFF SWEITZER, A MISSOURI  
MARKETING AND ADVERTISING AGENCY**

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

**TRUE MEDIA LLC, A MISSOURI MEDIA  
AGENCY**

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



## CONTRACTOR' S RATE

Description	Rate	Description	Rate
Account Coordination	\$ 95	Travel	\$ 60
Art Direction	\$ 125	Video Production Supervision	\$ 125
Account Executive	\$ 100	Account Coordinator — Intern	\$ 50
Account Management	\$ 125	Media Planning —	\$ 125
Agency Principal	\$ 200	Media Buying — 12% commission on net media	
Account Supervision	\$ 150		
Audio Production Supervision	\$ 125		
Chief Creative Officer	\$ 200		
Creative Direction	\$ 175		
Clerical	\$ 50		
Concepting	\$ 150		
Consulting	\$ 175		
Copywriting	\$ 125		
Design	\$ 125		
Desktop Production	\$ 110		
Group Manager	\$ 175		
Interactive Programming	\$ 125		
Interactive Account Coordination	\$ 95		
Interactive Account Management	\$ 125		
Interactive Account Supervision	\$ 150		
Interactive Copywriting	\$ 125		
Interactive Design	\$ 125		
Photo Direction	\$ 125		
Production Management / Traffic	\$ 110		
Printing Supervision	\$ 110		
Public Relations — Crisis	\$ 200		
Public Relations — Account Coord	\$ 95		
Public Relations Account Executive	\$ 100		
Public Relations Management	\$ 125		
Public Relations Media Relations	\$ 175		
Public Relations Supervision	\$ 150		
Research	\$ 125		
Retouching	\$ 125		
Senior Account Executive	\$ 110		
Strategy	\$ 175		

2014

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