City of Joplin City Council Agenda Item

REQUESTED COUNCIL MEETING DATE: August 7, 2017

ITEM: Council Bill No. 2017-608. This Council Bill approves Agreement with Tempest, Inc. for Customer Relations Management software for the Convention and Visitors Bureau for the not to exceed price of Fifteen Thousand and 00/100 Dollars ($15,000.00), through the 2020 fiscal year.

ORIGINATING DEPARTMENT: Convention and Visitors Bureau
ATTACHMENTS: Council Bill No. 2017-608, CRM Software Agreement (in 3 parts).

DEPARTMENT HEAD:	Patrick W. Tuttle	DATE:
CITY MANAGER:	Sam Anselm	DATE:
CITY ATTORNEY:	Peter C. Edwards	DATE:
FINANCE DEPARTMENT:	Leslie Haase	DATE:
INFORMATION SYSTEMS	Mark Morris	DATE:

INTRODUCTION:
This Council Bill seeks permission from council for the city manager to sign a user's agreement with Tempest, Inc. for Customer Relations Management (CRM) software for the Convention and Visitors Bureau for the not to exceed price of Fifteen Thousand and 00/100 Dollars ($15,000.00), through the 2020 fiscal year.

SUMMARY:
Customer Relations Management software will allow the JCVB Director of Sales better tracking of potential and working clients. Key features of the software include:

CONVENTION/MEETING SALES:
- Provides hotels access to leads, updates, definite bookings and cancellations
- Interacts with local hotel market
- Local hotel sales staffs can respond electronically with room blocks and rates
- Manage how industry partners impacting expense budgets

CONVENTION/MEETING SERVICES:
- Tracks timelines, follow-up and schedule of services, automatic
- Provides complete history of hotel room activity; blocking to final pick up
- Provides hotel access to leads, updates, definite bookings and cancellations

VISITOR CENTER/INQUIRY MANAGEMENT:
- Track individual inquiries from walk-ins, phone calls, or emails and report on where the inquiry originated
- Provides the ability to launch sales promotions directly to potential visitors in a geographic area or as part of a special interest group
- Generate Mailing labels for fulfilling brochure or information requests
- Import lists from Advertising Campaigns or Tradeshows into the Visitor Center/Prospect module and save your import mappings for future imports from same source

This software is among the leading management software within the travel and leisure industry. In 2014, the Tempest/iDSS CRM Software was selected through the City's bid process. This agreement extends this service.

RECOMMENDATION:
Recommend Council pass this bill on first reading.