City of Joplin City Council Agenda Item

REQUESTED COUNCIL MEETING DATE: September 5, 2017

ITEM: Council Bill No. 2017-607. This Council Bill approves the agreement between Choice Marketing and the City of Joplin to act as the Print and Digital Media Buyer for the Joplin Convention and Visitors Bureau through the 2020 fiscal year.

ORIGINATING DEPARTMENT: Convention and Visitors Bureau
ATTACHMENTS: Council Bill No. 2017-607, Consultant Agreement.

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

INTRODUCTION:

This Council Bill seeks permission from Council for the City Manager to sign an agreement with Choice Marketing of Joplin allowing it to serve as the Print and Digital Media Buyer for the Joplin Convention & Visitors Bureau (CVB) through fiscal years 2018, 2019 and 2020.

SUMMARY:

A part of the CVB's annual budget is dedicated for the placement of advertising, both print and digital, to promote Joplin as a tourism destination. Additional ads are placed in specific trade magazines targeting potential meeting planners whose events are a good match for Joplin events and meetings infrastructure.

As a media buyer, Choice Marketing would be responsible for placing the print and digital ads as detailed in the CVBs annual marketing strategy. As a buyer, they purchase space in a greater quantity than the CVB would, so they receive a better rate on these placements. No ad is placed without the CVB director's approval and the Joplin CVB owns all marketing content and design.

Choice Marketing was selected through the City's bid process. Three other agencies applied.

RECOMMENDATION:

Recommend that Council pass this bill on first reading.