CITY OF JOPLIN

COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2023-609. This Council Bill approves the agreement between Paradise Advertising & Marketing, Inc., a Florida Corporation, and the City of Joplin to act as the Print and Digital Media Buyer for the Joplin Convention and Visitors Bureau through the 2026 fiscal year.

MEETING DATE:

Monday, November 6, 2023.

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau.

REVIEWED BY:

Director of Convention & Visitors Bureau-Patrick Tuttle, Director of Finance-Leslie Haase, City Attorney-Peter Edwards, City Manager-Nicholas Edwards.

SUMMARY REQUEST:

A portion of the Convention & Visitors Bureau (CVB) annual budget is dedicated to the placement of advertising, in both print and digital formats, to promote VisitJoplinMo.com and Joplin as a tourism destination. Additional ads are placed in specific trade magazines targeting potential tour and meeting planners whose events are a good match for Joplin.

BACKGROUND:

As a media buyer, Paradise Advertising & Marketing, Inc. will place print and digital ads as detailed in an annual marketing strategy. An agency can purchase ad space in a greater quantity than the CVB would, so the rates they receive extend the advertising budget.

Additionally, continual ad strategy management, performance monitoring, market research, and frequent analytics are campaign measurements that will be employed to ensure the best results.

Payment for these services is agreed upon at 15% of net expenditure per print media ad buy, 15% of net expenditure per digital/social media ad buy, and $150.00 per hour for ad creation. Net expenditure shall not include expenses for overhead, travel, mileage, postage, printing, or other related expenses. Historically, this equates to Thirty Thousand dollars ($30,000) annually.

In developing a marketing campaign strategy, Paradise and CVB staff will develop a timeline for meeting deadlines, which will include but are not limited to publication name and publisher, target audience, audience size, lead generation potential, artwork deadline, insertion date, publication date, ad size, and campaign/theme. Ad creation (content, artwork, graphics, and layout) will be accomplished by Paradise's design team, the CVB, or an agreed-upon third-party provider.

No ad is to be placed without the CVB director's approval. The CVB retains ownership of all marketing content, images, and campaign distribution.

The Buyer was selected through the City of Joplin's RFP process. Six bids in total were received. After reviewing each bid, the CVB staff determined which bids to move forward with. Two were selected. A Zoom interview was conducted, followed by further staff discussion before coming to a final decision. Each of the two selected agencies was given the same set of questions and allowed 40 minutes to present, followed by a 2-way Q&A.

Following this process, Paradise Advertising & Marketing, Inc., was selected. CVB staff felt this relationship would best serve the objective of promoting Joplin over the span of this agreement, notably positively positioning the Joplin Tourism Region internationally for the upcoming Route 66 Centennial.

FUNDING SOURCE:

Advertising and Promotions is a dedicated portion of the CVB's annual budget.

RECOMMENDATIONS:

Staff recommends approval of this council bill on an emergency basis.

ATTACHMENTS:

Council Bill No. 2023-609

Media Buyer Agreement

Bid selection forms

RFP-2023-05