CITY OF JOPLIN
COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2020-612. This Council Bill approves the agreement between Stealth Creative, LLC and the City of Joplin to act as the Print and Digital Media Buyer for the Joplin Convention and Visitors Bureau through the 2023 fiscal year.

MEETING DATE:

Monday, November 16, 2020.

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 CVB's annual budget is dedicated for 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, Stealth Creative, LLC 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. Strategic planning, monitoring performance and market research are also part of the performance measures. No ad is placed without the CVB director's approval and the Joplin CVB owns all marketing content and design.

Following reviews of each bid package the CVB staff determined which presenters to conduct a Zoom meeting with to learn more of the marketing strategy and how compatible they fit. Four were selected. Each of these agencies were given the same set of questions and allowed 40-minutes to present, followed by 2-way Q&A. Following this process, Stealth Creative LLC was selected. CVB staff felt this relationship (local interest & creative support) would best serve the objective of promoting Joplin through the best means and market influence, to achieve the best ROI for the tourism dollars spent. Seven agencies in total bid on this service.

FUNDING SOURCE:

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

RECOMMENDATIONS:

Convention & Visitors Bureau recommends Council pass this bill on first reading.

ATTACHMENTS:

Council Bill No. 2020-612
Media Buyer Agreement
Bid selection forms
RFP-2020-05