



**CITY OF PLANO  
COUNCIL AGENDA ITEM**

<b>CITY SECRETARY'S USE ONLY</b>				
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		12/12/11		
Department:		PURCHASING		
Department Head		DIANE PALMER-BOECK		
Agenda Coordinator (include phone #): <b>Sharron Mason - Ext. 7247</b>				
<b>CAPTION</b>				
Approval of change order to The Atkins Group, increasing the contract by \$110,000.00 for the following new projects: Research, New Ad Creative Campaign, Social Media Campaign, Website and Research with the RFQ for Advertising Agency (CVB), Change Order #1. RFQ No. 2010-138-B				
<b>FINANCIAL SUMMARY</b>				
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR: <b>2011-12</b>	<b>Prior Year (CIP Only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Budget	0	760,471	0	<b>760,471</b>
Encumbered/Expended Amount	0	-615,196	0	<b>-615,196</b>
This Item	0	-110,000	0	<b>-110,000</b>
BALANCE	0	35,275	0	<b>35,275</b>
<b>FUND(s):    CONVENTION &amp; TOURISM FUND</b>				
<p><b>COMMENTS:</b> This item would continue a prior agreement with The Atkins Group to provide advertising promoting tourism to Plano and add additional services in research, new ad development, expansion of social media usage, and website redesign that were approved in the FY 2011-12 Budget. The remaining balance of \$35,275 will be used by CVB for professional services contracts related to their marketing and sales efforts.</p> <p><b>STRATEGIC PLAN GOAL:</b> Partnering with an established advertising agency to maximize the reach of marketing for Plano destinations relates to the City's goal of a Financially Strong City with Service Excellence.</p>				
<b>SUMMARY OF ITEM</b>				
<p>The Plano Convention and Visitors Bureau is currently under contract with The Atkins Group for its advertising agency needs via competitive bid process 2010-138-B - RFQ for Advertising Agency (CVB). The total contracted amount for their services was in the amount of \$458,454. This amount covers their annual retainer of \$58,000 and \$400,454 in media placement which is the cost charged them by the various media outlets for promoting Plano as a meeting, convention, leisure and sports destination. The City has received supplements for the new projects listed above.</p> <p>Staff request approval of Change Order No. 1 in the amount of \$110,000 for a total contract amount of \$568,454, which includes this change order of 23.99% of the original contract amount of \$458,454.</p>				
List of Supporting Documents:			Other Departments, Boards, Commissions or Agencies	



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Memorandum

Memorandum	



PLANO

convention & visitors bureau

# MEMORANDUM

**Date:** September 15, 2011

**To:** Diane Palmer-Boeck, Chief Purchasing Officer

**Through:** Amy Fortenberry, Director Parks and Recreation

**From:** Mark W. Thompson, Manager CVB

**Subject:** Servicing Contract Increase

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The Plano Convention and Visitors Bureau is currently under contract with the Atkins Group for its advertising agency needs via competitive bid process 2010-138-B - RFQ for Advertising Agency (CVB). The total cap for their services has been listed at \$458,454. This amount covers their annual retainer of \$58,000, and \$400,454 in media placement which is the cost charged them by the various media outlets for promoting Plano as a meetings, convention, leisure and sports destination. Due to the approval of the supplements listed below, we need to raise the cap on this amount to \$568,454 to cover these new projects.

**Research – (46-125-6312)**

\$49,500 – Visitor Tracking & Expenditure Study

This research will be used to develop a comprehensive visitor profile including:

- Demographics
- Tripographics
- Perceptions of Plano
- Spending

This information will be used to better understand the visitors to Plano and their economic impact on the communities. Currently we are using national standard which are not accurate for our market area and size. If we are unable to increase the contract amount for these expenses we will not be able to go through with these approved supplements as planned. This research is necessary so that the CVB has a better understanding of the economic impact of our visitors.

**New Ad Creative Campaign - (46-125-6312)**

\$15,000 – The development of new ads to go along with our new ad campaign

This is to develop new full, half and third page ads that will go along with the new campaign. This will also cross all our market segments including but limited to group business, corporate travels, sports and leisure travel. If we are unable to increase the contract amount for this approved supplement for new creative for a new ad campaign we will have to keep the same ads for an additional year and not be able to move forward on all the research we did this year on our rebranding for the CVB.

**Social Media Campaign - (46-125-6312)**

\$17,500 – To establish and create a better integrated and interactive social media plan. This plan will help us to extend our presence in the social media arena. Travelers are using social media more and more to learn about travel destinations and to help them get around when they reach their destination. We have a very limited exposure in the social media area right now and need to invest in the creation of a new social media plan for the CVB. If we are unable to increase the contract amount for this approved supplement we will not be able to move forward with a new social media campaign and we will have to stay status quo with what we have which for social media is not a good thing.

**Website - (46-125-6312)**

\$10,000 – Website redesign

This is for a face-lift for the Plano CVB website to better coordinate with our new advertising campaign. If we are unable to increase the contract amount for this approved supplement we will not be able to update the CVB website which is now three years old and needs a new look to go with the new campaign.

**Research - (46-125-6312)**

\$18,000 – Research

Conduct research using 3-4 focus groups over a two day period to help us establish what our current and future customers are looking for in a meeting facility and what we can do to keep them meeting here in Plano. We would video tape these sessions and edit the video into a presentation that summarizes the findings. If we are unable to increase the contract amount for this approved supplement we will not be able to conduct this needed research.

If you have any questions please feel free to give me a call.

Thank you for the consideration.