



Legislation Text

File #: ID 15-0751, **Version:** 1

Resolution Authorizing an Interlocal Agreement Between the City of Greensboro and the Greensboro Convention and Visitors Bureau of the Greensboro Guilford County Tourism Development Authority for the City to Receive a \$20,000 Contribution to Share Costs for the Current Re-brand Media Campaign Service Contract

Department: Executive
Council District: All

Public Hearing: N/A
Advertising Date/By: N/A

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PURPOSE:

The Executive Office is currently in the process of managing an electronic media campaign to promote tourism in the greater Greensboro area. The Greensboro Convention and Visitors Bureau of the Greensboro Guilford County Tourism Development Authority has offered to share the cost of this contracted service. In accordance with North Carolina State Statutes, City Council authorization is required for interlocal agreements

BACKGROUND:

The City is currently contracting the firm, Media Placement Services, Inc., to provide highly specialized electronic media marketing services to enhance interests in tourism in the greater Greensboro area. The MWBE Office reviewed and supported the selection of this uniquely qualified HUB certified WBE firm.

The total value for the Re-Brand Media Campaign services is \$40,000. The Greensboro Area Convention and Visitor's Bureau has agreed to share the cost by funding 50% of the total contract value.

BUDGET IMPACT:

Council approval and execution of an interlocal agreement will authorize the City to accept \$20,000 from the Greensboro Area Convention and Visitors Bureau when the contracted work is completed.

RECOMMENDATION / ACTION REQUESTED:

Council approval of a resolution authorizing an interlocal agreement between the City of Greensboro and the Greensboro Convention and Visitors Bureau of the Greensboro Guilford County Tourism Development Authority for the City to receive a \$20,000 contribution to share costs for the current Re-brand Media Campaign Services Contract is requested.