

City Council – Action Request Form

Date: March 26, 2018

To: The City Manager

From: Ben Rowe, Assistant City Manager
Ed McNeal, Marketing and Communications Director

Council Action Requested:
Adoption of Resolution Rejecting All Proposals for Advertising Services for the Dixie Classic Fair and Approving Provision of Those Services by the City of Winston-Salem Marketing and Communications Department

Strategic Focus Area: Economic Vitality and Diversity
Strategic Objective: Promote Travel and Tourism
Strategic Plan Action Item: No
Key Work Item: No



Summary of Information:
 In January, the City-County Purchasing Department received proposals for advertising services for the Dixie Classic Fair from the following companies: Elephant in the Room; Wildfire, LLC; and Vela Strategic Marketing; all located in Winston-Salem; and Spark Strategic Ideas, LLC located in Charlotte, NC. An evaluation panel of City staff reviewed the proposals received to select the one most qualified to meet the requirements of the RFP. Based upon review of the proposals, the evaluation panel assigned the highest score to Wildfire, LLC and recommended that the contract for advertising services for the Dixie Classic Fair be awarded to them for an annual amount, not to exceed the Fair advertising budget of \$230,000 per year. Wildfire, LLC met the City’s goal of contracting 10% of the value of the contract with minority or woman-owned media companies.

At the City Council meeting on February 19th, Council Members expressed concern about the lack of minority participation for the creative services component of Wildfire, LLC’s proposal. City management indicated that staff could consider providing the advertising services in-house through the Marketing and Communications Department. The Mayor and City Council voted to send the award of the contract for advertising services for the Dixie Classic Fair back to the Finance Committee to review the cost and benefits of an in-house option.

Committee Action:

Committee	<u>Finance 3/19/2018</u>	Action	<u>Forwarded to Council with three in favor and one opposed.</u>
For	<u>Council Members Burke, Adams and MacIntosh</u>	Against	<u>Council Member Clark</u>

Remarks:

The Marketing and Communications Department has prepared the attached proposal that outlines how the department would provide advertising services for the 2018 Dixie Classic Fair only. The department would utilize its television production crew on-site during the Fair and would develop a social media campaign, using beacon technology, to enhance the fairgoers' experience. Department staff estimate that they can provide the full array of advertising services at a cost of \$181,791. The following table provides a cost comparison of the proposals from the Marketing and Communications Department and Wildfire, LLC.

**Cost Comparison of Wildfire, LLC and In-House Proposals
for Dixie Classic Fair Advertising Services**

Services	Wildfire, LLC	City Marketing and Communications
Media Buy	\$140,300	\$140,000
Strategy & Creative Development	38,410	\$29,791
Social Media	26,450	\$3,100
Public Relations	9,890	\$3,900
Production	8,050	\$5,000
Media	6,900	\$28,000
Total	\$230,000	\$209,791

The attached resolution rejects all of the proposals submitted for advertising services for the Dixie Classic Fair and approves the provision of the services for the 2018 Dixie Classic Fair only by the City's Marketing and Communications Department.