

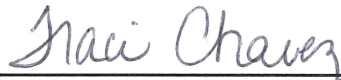
**ADDENDUM
TO
BASTROP CITY COUNCIL SPECIAL CALLED MEETING AGENDA
TUESDAY, AUGUST 16, 2016 AT 6:30 PM**

Pursuant to the Texas Government Code, Chapter 551, the City Council of Bastrop, Texas will hold a special called meeting on **Tuesday, August 16, 2016 at 6:30 p.m.** at the Council Chambers of City Hall, 1311 Chestnut Street, Bastrop, Texas and will consider the following matters to wit:

D. Consideration, discussion and possible action on approval of DMO Prox Scope of Services for Phase 1 for the potential creation of a Destination Marketing Organization for Bastrop, Texas and to authorize the Interim City Manager to enter into contractual services.

CERTIFICATE

I, Traci Chavez, Deputy City Secretary of the City of Bastrop, certify that the above notice of meeting was posted on the bulletin board of the City Hall, 1311 Chestnut Street, on the 12th day of August, 2016 at 9:30 A.M.



Traci Chavez, Deputy City Secretary

THE CITY OF BASTROP IS COMMITTED TO COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT. REASONABLE MODIFICATIONS AND EQUAL ACCESS TO COMMUNICATIONS WILL BE PROVIDED UPON REQUEST. PLEASE CALL 332-8811.

Confirm time posted:
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JR

STANDARDIZED AGENDA RECOMMENDATION FORM

CITY COUNCIL

DATE SUBMITTED: August 11th, 2016

MEETING DATE: August 16th, 2016

1. Agenda Item: Consideration, discussion and possible action on approval of DMO Proz Scope of Services for Phase 1 for the potential creation of a Destination Marketing Organization for Bastrop, Texas and to authorize the Interim City Manager to enter into contractual services.

2. Party Making Request: Main Street Program Director

3. Nature of Request: (Brief Overview) Attachments: Yes X No

4. Policy Implication:

5. Budgeted: _____ Yes _____ No X
Bid Amount: \$36,000 Budgeted Amount: _____
Under Budget: _____ Over Budget: _____
Amount Remaining: _____

6. Alternate Option/Costs: _____

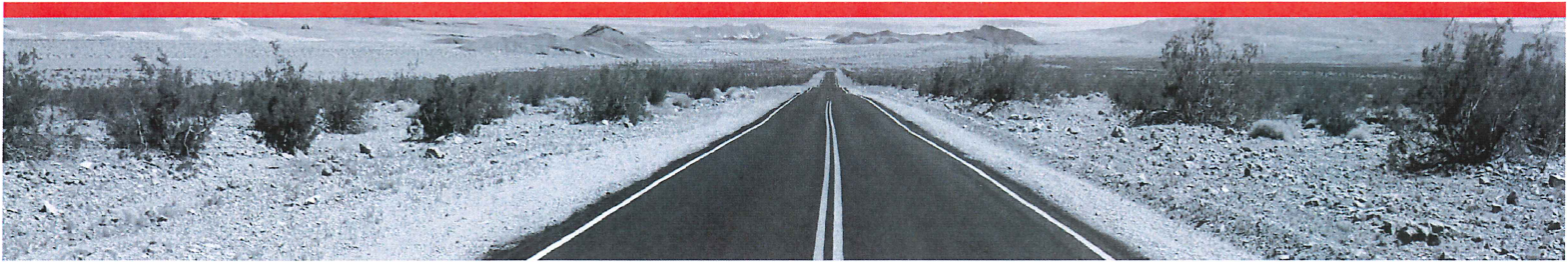
7. Routing:	<u>NAME/TITLE</u>	<u>INITIAL</u>	<u>DATE</u>	<u>CONCURRENCE</u>
a)	_____	_____	_____	_____
b)	_____	_____	_____	_____
c)	_____	_____	_____	_____

8. Staff Recommendation: Approve

9. Advisory Board: Approved _____ Disapproved _____ None

10. Manager's Recommendation: Approved _____ Disapproved _____ None

11. Motion Requested: Approve



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THE POTENTIAL CREATION OF A DMO

AUGUST 2016

ZEITGEIST CONSULTING

**DMO
PRÖZ**

801 Woodward Drive
Madison, WI 53704

608.819.6110

info@DMOproz.com



7 August, 2016

Sarah O'Brien
Bastrop Main Street Program
1408 B Chestnut Street
Bastrop, TX 78602



Sarah,

Thank you for the opportunity to be your strategic consultant in determining the feasibility of (and, if appropriate) developing a new Destination Marketing Organization (DMO; sometimes referred to as a Convention & Visitors Bureau) for the City of Bastrop, TX. We look forward to working with you.

As you will discover in our proposal, we are suggesting a three phase approach to the development of a DMO for Bastrop. As the findings of each of the first two phases will inform the needs of the next phase, we believe designing a contract that understands the various nuances at work would be beneficial for both parties.

We are at the DMO industry's annual international conference through Thursday...but can make time to discuss our thoughts between sessions or on Friday.

Thank you again for the opportunity to present our Proposed Approach...and we look forward to to discussing this further.

A handwritten signature in black ink that reads "Bill Geist". The signature is written in a cursive, flowing style.

Bill Geist, President & Chief Instigator
Zeitgeist Consulting Inc. dba DMOproz

SECTION 1 PROPOSED APPROACH

Phase I: Analysis and Recommendation of Organizational Structure for a City of Bastrop DMO

We are firm believers that the most successful organizational start-ups are those that enjoy deep, community-wide involvement from the beginning. Thus, we would look to initiate this project with an initial 2 day visit to Bastrop to meet with key Leadership to set the stage for what will be a deep immersion into who and what makes the town “tick.”

proposed AUG 31-SEP 1

From those initial conversations, we'll return to our office and create an online questionnaire that will be open to residents, businesses, stakeholders and the community at-large. While the questionnaire is open, we'll work with Leadership to identify and schedule our second trip to Bastrop for Focus Groups, a Public listening session, and meetings with Community Leaders and Organizations.

proposed SEPT 2-30

We'd expect our second trip to Bastrop to be no less than 5 days in market to meet with the key community leaders. As we had previously outlined, we believe these to include:

- Economic Development
- Lodging
- Retailers
- Restaurateurs
- Historic Interest Groups
- Chamber of Commerce
- Downtown Interest Groups
- Amateur and Youth Sports Interests
- Meeting and Event Venues
- Art Interest Groups
- Festival & Events Organizers
- Young Professionals
- Others as identified

These discussions will build upon the thoughts and ideas gathered in the online survey and will help us understand what is and isn't desired, possible and do-able within our broader understanding of how DMOs are designed, governed, funded and successfully operate. It is thru these surveys and meetings that we will gain an understanding of where the City's culture and sensibilities lie so that we might recommend a structure that is in the community's best interest.

proposed OCT 17-21

Outside of these on-site efforts, the rest of our research will likely be conducted from our office, utilizing our deep libraries of past research into organizational structure, funding models and staff deployment strategies with an eye to current trends in the Industry. We'll also be reviewing your data and documentation/research that has previously been collected (Transportation studies, PKF study, STR reports and others as identified) and tap into our network of DMO professionals around the country to assess competitive issues that will impact the development of a DMO for Bastrop.

proposed NOV 1-30

Recommendation for Organizational Structure

It has been our practice to offer options for potential structure with a strong recommendation for what we believe will be best for the Destination. Our report will highlight the “pros and cons” of various types of Structures and what the requirements of potential options might entail. We would expect to return to Bastrop a third time to present our findings and recommendations to the Committee and City Council.

proposed DEC 15

Phase I

DMOproz proposes 3 trips to Bastrop in addition to the services as outlined in this Proposal for Phase I for the fee of **\$36,000 plus travel expenses.**

Phase 2: Initiation of the DMO

Upon approval of an Organizational Structure, we would schedule a conference call to discuss the next Phase which would include creating the process to:

- Perform necessary legal requirements for Organization creation, depending on type of Structure recommended in Phase I
- Development of Bylaws and other essential documentation
- Outline potential funding mechanisms and contractual requirements with the City/County
- Criteria for selecting (if appropriate) the Board to include a job description, sectors represented, reporting and term limits
- Select and Seat the Board of Directors as outlined in Bylaws
- Facilitate a Board Orientation program for the inaugural Board
- Setting the Vision & Mission of the CVB

Once this process is complete, the search for paid Executive to lead the DMO would be in order. While we do not perform executive searches, we will assist in the process, representing the City’s interest during the process. During this time, there are a number of ways to proceed:

- Option 1: Wait for the selection of a DMO Director and let him/her build the office environment
- Option 2: Engage a DMO professional that specializes in Interim Start-up situations
- Option 3: Allow the Board and DMOproz to begin to assembling the office necessities in preparation for the Director’s arrival

Most DMO Directors we know would likely prefer the first option, as they would be able to control to development of the office environment that fits them best. Of course, this option would mean a slower start out of the gate, as the Director would be consumed with start-up duties.

Some DMO pros would prefer to have somebody else do the detail work, so the interim director option is attractive to some destinations (Granbury TX is currently utilizing this option). This, however, will be the most expensive option...but, marketing efforts could continue simultaneously with an accomplished interim.

Lastly, having DMOproz and the starter Board of Directors do the work would allow for some preliminary work to be done (initial work into finding appropriate office space and other negotiated services, etc.)...but would still allow the Director a higher level of involvement.

Phase 2

DMOproz proposes 2 trips to Bastrop in addition to the services as outlined in this Proposal for Phase 2 for the fee of **\$36,000 plus travel expenses**.

Phase 3: Successful Launch

With a dedicated Executive at the helm, the finalization and implementation of all the above (and more) processes will begin moving very rapidly. DMOproz will be available as the Board and Director's trusted advisor during this time. While we would certainly expect to perform much of this next phase virtually (allowing your Executive to take center stage), we would work to design a process that brought us back to town as needed.

By this time, there are so many moving parts, it is impossible for us to accurately quote Phase 3 this far in advance. And, indeed, by this step, the City and its fledgling DMO may well feel "you've got this," and elect to proceed on your own or with another resource at your side.

The one thing not previously identified that is an absolute must for any DMO (start-up or not) is a Board-driven Strategic Plan. Given the depth of knowledge regarding the destination that we would have acquired in the previous six months, we would propose that, at the least, we lead this process during Phase 3. We would also be available to the new Director to assist in the development of your inaugural Sales & Marketing Plan.

Phase 3

Should DMOproz continue to manage the process through Phase 3, we would expect the fee to be in the **\$25,000 to \$35,000 range plus travel expenses**. Should the City only wish to utilize our services for the Strategic Planning process to get the Board off the ground, the fee would be **\$10,000 plus travel expenses**.

SECTION 2 PROPOSED INVESTMENT SCHEDULE

DMOproz respectfully requests to negotiate and contract for each phase separately.

Phase 1: We would propose a 20% Deposit (\$7,200) upon Signature of the Contract, 30% (\$10,800) plus expenses after the Key Community Meetings and the final payment (\$18,000) plus expenses following the presentation of recommendations.

Phase 2 would be discussed and negotiated at the time of City Council approval of recommendations.

Phase 3 would be discussed and negotiated once Phase 2 was complete.