



Legislation Text

File #: 16-521, **Version:** 1

AWARD OF CONTRACT RFP 17-11 FOR BROADCAST TELEVISION SERVICES FOR SPECIAL EVENT FESTIVAL ADVERTISING, SPONSORSHIP AND OTHER PROMOTIONAL SERVICES WITH KPHO BROADCASTING CORPORATION, DOING BUSINESS AS 3TV (KTVK-TV)

Staff Contact: Erik Strunk, Director, Public Facilities, Recreation and Special Events

Purpose and Recommended Action

This is a request to authorize the City Manager to enter into a one-year contract (with the administrative option to renew up to four additional years) with KPHO Broadcasting Corporation, doing business as 3TV (KTVK-TV), for the advertising, sponsorship and other promotional services for the City's special event season, in an amount not to exceed \$60,400.

Background

Each year, the Office of Special Events prepares a media plan to market all City of Glendale "signature festivals" in local and regional media. The City's "signature events" include the Glitters Spectacular Weekend, Jingle Bell Rockin' Nights, the Winter Wonderland Weekend, the Spirit of Giving Weekend, the Glitter & Glow Block Party and the Chocolate Affaire. The media plan includes advertising in television, radio, metro daily newspaper, weekly community newspapers, internet advertising, billboards, posters and fliers.

Earlier this year, a "Request for Proposals" (RFP) was issued to known television vendors for an exclusive television partnership status with the City to promote the six signature festivals. Each RFP respondent was asked to propose their best promotional package of promotional spots, internet advertising, in-studio festival promotion and "on-air" talent to make appearances at the festivals, based on FY 16-17 budgeted funds in the amount of \$60,400.

Analysis

There were a total of four respondents and each proposed their best media promotion packages. After review, it was determined that 3TV (KTVK-TV) presented the most advantageous package to Glendale with the strongest combination of promotional support that will deliver a three-to-one media and promotion value for the six signature festivals (this was determined by comparing the total television expenditure to the value garnered from 3TV in free TV spots, on-air promotion, internet advertising, talent for emcees, talent at the festivals for promotion via live weather, etc., and the additional donated media and promotion provided by the station).

The Glendale festival season starts November 25, 2016, with television advertising scheduled to begin November 13, 2016. Each year there is media purchased to promote the festivals generating awareness and attendance. The advertising dollars for the festivals also serve as advertising for the Historic Downtown

Glendale destination which becomes marketing dollars that directly impact the success of the downtown and Catlin Court merchants.

On average, these signature festivals and the media plan help to bring approximately 325,000 visitors to the downtown/Centerline area each festival season.

Previous Related Council Action

Funds for this agreement were reviewed and approved by the City Council as a part of the FY 16-17 budget process for the Office of Special Events.

Community Benefit/Public Involvement

Glendale has become famous for its free, annual, family-friendly festivals. They have become a source of annual pride within Glendale, the state of Arizona and are also an important economic engine for the downtown/Centerline merchants. They are advertised on television, radio, metro daily newspaper, weekly community newspapers, internet advertising, billboards, posters and fliers. This has resulted in millions of online impressions each season to further promote downtown/Centerline, Catlin Court and many other attractions in Glendale as a dynamic and exciting destination.

Budget and Financial Impacts

Funds for this contract are located in each of the respective signature event budgets and were reviewed and approved by Council as a part of the FY 16-17 City budget process.

Cost	Fund-Department-Account
\$60,400	\$17,100 - Glendale Glitters - 1000-14104-518200, \$12,100 - December Holiday Lighting Weekends - 1000-14105-518200, \$13,100 - Glitter & Glow - 1000-14106-518200, \$18,100 - Chocolate Affaire - 1000-14107-518200

Capital Expense? No

Budgeted? Yes

Requesting Budget or Appropriation Transfer? No

If yes, where will the transfer be taken from?