



## REPORT TO CITY COUNCIL

**To:** Honorable Mayor and Members of the City Council

**From:** Jason Simpson, City Manager

**Prepared by:** Beau Davis, Assistant Community Services Director

**Date:** October 11, 2022

**Subject:** Professional Services Agreement with Hit Print, Inc. for marketing and web support services for Launch Pointe

### **Recommendation**

Approve and authorize the City Manager to execute the Professional Services Agreement with Hit Print, Inc. for marketing and web support services for Launch Pointe RV Resort in an amount not to exceed \$60,000 in such final form as approved by the City Attorney.

### **Background**

Hit Print, Inc. provides high quality marketing, web support services, and review management support to enhance Launch Pointe's online presence. Hit Print, Inc. began an email marketing campaign, provided resort enhancement ideas, developed, and distributed marketing materials for lodging and the venue, took over all review management across three platforms, and improved our Search Engine listing.

### **Discussion**

Hit Print, Inc. provides quality service and support tailored to the Launch Pointe's precise needs to enhance Launch Pointe's online presence, manages review responses, utilizes keyword processes to improve search listing, and supports management team with industry marketing advice and recommendations. Due to the successes of Hit Print, it is the recommendation of staff to utilize their services for resort marketing support.

### **Fiscal Impact**

The Funding for the services is included in Launch Pointe's annual operating budget as an administrative cost.

### **Exhibits**

A – Hit Print, Inc. Professional Services Agreement

B – Hit Print, Inc. Services Proposal