



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Johnathan Oliver Skinner, Director Of Community Services

Date: July 25, 2023

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 a Professional Services Agreement with Hit Print, Inc. in an amount not to exceed \$30,000 for marketing and web support services for Launch Pointe 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.

Attachments

Attachment 1 - Professional Services Agreement
Exhibit A - Invoice

