


COUNTY OF YORK

MEMORANDUM

DATE: November 5, 2019 (BOS Mtg. 11/19/19)
TO: York County Board of Supervisors
FROM: Neil Morgan, County Administrator 
SUBJECT: Multi-Year Contracts For Media Planner and Buyer Services

BACKGROUND

Approximately \$90,000.00 is budgeted annually for media buys and services to promote tourism opportunities and community events offered by the County. In-house resources have been utilized to purchase the media buys in the past, but as the programs have grown the requirements on staff to manage the media buys have increased, pulling staff from their primary job requirements.

PURPOSE/APPLICATION

To maximize the effectiveness of the budget for County media purchases, an outsourced solution has been considered. A qualified media buyer, serving as an independent contractor, will serve as the primary media planning resource inclusive of strategic media direction, market analysis, media negotiation, purchasing, coop and grant fulfillment, and other duties as assigned. As an independent contractor, the Media Planner and Buyer will provide services and outcomes as identified by the York County Tourism Development Manager, building on and growing the County's integrated media strategy that may include, but not be limited to, utilization of: Television; Digital; Radio; Viral/mobile/social media campaigns; Print (newspaper and magazine); Strategic partnerships and sponsorships; Grassroots effort/tie-ins; and additional opportunities as identified.

The County issued Request for Proposal number Y-10099-FS to establish a multi-year contract for Media Buyer and Planning services. The term for the contract will be for one year, with the option to renew for up to four additional one-year periods. An evaluation panel consisting of County staff determined that the firm SPI Productions, based in Virginia Beach, is the most suited for providing the services to the county. Fees for services were favorably negotiated by the County. Funding for the services is provided from the Tourism and Events operations budgets. The outsourced Contractor will be compensated using a portion of the savings achieved by using their services, since the rates available to them are less than the rates that are offered to the County.

RECOMMENDATION

I recommend that SPI Productions be awarded a term contract for Media Planner and Buyer Services.

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Attachment:
Proposed Resolution R19-146