

AMENDMENT #2
to
PROFESSIONAL SERVICES AGREEMENT BETWEEN
THE CITY OF BISBEE AND DOG CAT MOUSE MEDIA, LLC,
FOR MARKETING AND DESIGN SERVICES

The City of Bisbee ("City") and Dog Cat Mouse LLC, hereby agree to extend the Original Agreement dated August 6, 2019 for one year so that the expiration date is August 6, 2022.

The annual cost of services is \$38,000 to be billed monthly at \$3,166.67

All other terms and conditions remain the same.

IN WITNESS WHEREOF, the Parties have authorized the designated officials indicated below to execute this agreement indicating their respective approval.

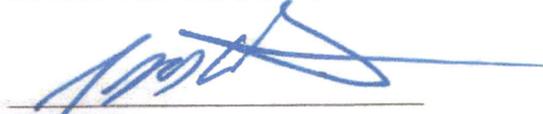

Ken Budge 7/22/21
Mayor Date


Jennifer Luria 8/5/21
Dog Cat Mouse Media LLC Date

ATTEST:


Ashlee Coronado
Clerk, City of Bisbee

APPROVED AS TO FORM:


Joseph Estes,
City Attorney, City of Bisbee



date

July 1, 2021

client

City of Bisbee

Discover Bisbee Tourism Marketing Services 2021 - 2022 contract

design + media services

Develop Art & Content for the following:

- Arizona Office of Tourism Rural Marketing Cooperative Advertising Selections (apply for coop summer 2021)
- Work directly with advertising vendors to meet ad deadlines and track performance on campaigns
- Social Media Weekly Management & Content Creation for Facebook, Instagram and Youtube channel
- Monthly Newsletter & Blog sent to current subscribers
- Secure and negotiate additional advertising opportunities throughout the year
- Coordinate and work with a professional photographer and videographer for image collection database and b-roll

Garnering Relationships with Travel Writers & Media Contacts

- Generate press releases and share with media contacts to garner written articles in both print and digital platforms
- Continue building upon already established relationships with the media and travel writers
- Organize FAM (familiarization) tours with travel writers and media
- Work with bloggers and social media influencers

Outreach

- Attend at least one conference, tradeshow and/or festival to promote Bisbee
 - *Governor's Conference on Tourism and the Rural Policy Forum - August 2021*
 - *Adventure Elevate and Travel Classics West - November 2021*
- Attend and participate in Arizona Office of Tourism roundtables

discoverbisbee.com Website Refresh & Maintenance

- Maintain and update the searchable databases for lodgings, restaurants, shops and attractions
- Create a video gallery linked to the Youtube channel
- Keep events page updated
- Maintain Film Resource page

Analytics Reporting

- Monthly statistics reported on social media and website data
- Quarterly analytics reported on advertising campaigns

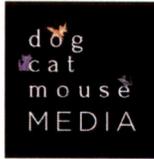
design + media services (billed to contract services line item 20-40-34000)

Our services as described above for a one year contract renewed on August 1, 2021 - \$38,000

1) billed quarterly - \$9,500 August 2021, November 2021, February 2022, May 2022

or

2) billed monthly - \$3,166.67 for 12 months



Advertising Vendor Selection Budget Proposal

AOT Rural Coop vendor selections (selections available July or August 2021) - \$30,000

Go Travel Sites - Destination listing, brochure download and newsletter email lead generator - \$3900

Go Arizona website will collect emails from visitors interested in visiting Arizona that we can add to our contact list. This garners an average of 50 - 60 email leads per week that we import into our newsletter contacts. The Go Travel sites also provide a direct link to discoverbisbee.com, digital banner ads as well a downloadable brochure that we provide. A long time partnership we would like to continue supporting.

NPR underwriting- \$3000

Weekly radio spots as well as digital ad package for a year long campaign. A continued advertising partnership.

Photography package - \$2000

Work with a professional photographer to capture new photos that we will use in all marketing channels. Discover Bisbee will own and have rights to the usage of these photographs.

Videography package - \$3000

Work with a professional videographer to capture video footage and b-roll that we will use in all marketing channels. Discover Bisbee will own and have rights to the usage of these videos.

Reserve Budget - \$6,100

New advertising opportunities come up throughout the year and it would be great to have some extra budget set aside specifically for these.

Social Media boosts - \$2,000

Target specific locations and demographics on Facebook and/or Instagram promoting specific posts (TBD) driving traffic to the website. We recommend doing 10 boosts, each one at \$200 for a 7 day period throughout the year.

advertising budget (billed to advertising line item 20-40-42040)

\$50,000

Connect With Members In Your Region Via Facebook



Each IIMC region has a group page on the IIMC Facebook account. Click on a link below to join members in your region:

Region 1 (Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont)

Region 4 (Arkansas, Louisiana, Mississippi, Oklahoma, Texas)

Region 7 (Illinois, Kansas, Missouri)

Region 2 (Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia)

Region 5 (Indiana, Kentucky, Michigan, Ohio, Tennessee)

Region 8 (Arizona, Colorado, Idaho, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming)

Region 3 (Alabama, Florida, Georgia, North Carolina, South Carolina)

Region 6 (Iowa, Minnesota, Wisconsin)

Region 9 (Alaska, California, Hawaii, Oregon, Washington)

Region 10 (Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland, Northwest Territories, Nova Scotia, Nunavut Territory, Ontario, Prince Edward Island, Quebec, Saskatchewan, Yukon)

Region 11 (Australia, Belgium, Bermuda, Bulgaria, Israel, The Netherlands, New Zealand, Scotland, South Africa, United Kingdom, Wales)

NEW! FREE Webinar Hosted by IIMC and CivicClerk

Date: Wednesday, September 15, 2021

Time: 11:00 AM-12:00 PM PT (12:00 PM MT, 1:00 PM CT, 2:00 PM ET)



Change is Good: How to Live It, Love It, and Lead It

The past 18 or so months have been anything but normal for essential clerks in local government. Shifts and changes needed to adjust to an unprecedented global pandemic – many of which were changes to processes, workflows, and were technology-oriented – have no doubt not been easy for most who are known for their consistency and reliability. If you're exploring how these changes impact you and your role as a clerk or hoping to be a positive change agent among your peers, this webinar can help you identify strategies that you can use every day to lead your organization through change.

Fee: \$0--FREE!

Points: 0.5 CMC Education or 0.5 MMC Advanced Education point with completed learning assessment

Register [HERE](#)

Contact: Jill Jensen at jill.jensen@civicplus.com

EDUCATION OPPORTUNITIES

NEW! Virginia Institute and Academy Fall Program

The Virginia Municipal Clerk Institutes and Academy has opened up the fall registration period and made the program available to all IIMC members. For more information on their upcoming program, please click [HERE](#).