

**CITY OF JOPLIN
COUNCIL AGENDA ITEM**

ITEM:

Council Bill No. 2021-601. This Council Bill approves the Agreement between Tempest and the City of Joplin for continued use of *iDSS Cyclone* Customer Relationship Management (CRM) software by the Convention & Visitors Bureau.

MEETING DATE:

Monday, March 15, 2021.

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau.

REVIEWED BY:

Director of Convention & Visitors Bureau-Patrick Tuttle, Director of Finance-Leslie Haase, City Attorney-Peter Edwards, City Manager-Nicholas Edwards.

SUMMARY REQUEST:

This agreement is for continued use of Tempest, *iDSS Cyclone* Customer Relationship Management (CRM) software by the Convention & Visitors Bureau, not to exceed price of Fifteen Thousand dollars (\$15,000.00, \$5,000 per year), through the 2024 fiscal year.

A portion of the CVB's annual budget is dedicated for this agreement.

BACKGROUND:

This CRM software has been in use by the Joplin CVB since 2015. This request is to align the agreement/payment schedule with the VisitJoplinMO.com website agreement, from the same vendor, through the 2024 fiscal year.

This CRM software serves two primary functions:

1) Management of the VisitJoplinMO.com content, updates, and guest request.

- Track individual inquiries from walk-ins, phone, or emails and report on where the inquiry originated
- Provides the ability to launch sales promotions directly to potential visitors in a geographic area or as part of a special interest group
- Generate mailing labels for fulfilling brochure or information requests
- Import lists from advertising campaigns or tradeshow into the visitor center/prospect module

2) Accounts management for the Director of Sales:

Convention/Meeting Sales:

- Provides hotels access to leads, updates, definite bookings, and cancellations
- Interacts with local hotel market

- Local hotel sales staff can respond electronically with room blocks and rates
- Manage how industry partners interaction with clients and events
- Manage partner content (hotels, restaurants, events, attractions)

Convention/Meeting Services:

- Tracks timelines, follow-up, and schedule of services, automatic
- Provides complete history of hotel room activity from blocking to final pick up
- Provides hotel access to leads, updates, definite bookings, and cancellations

This software is among the leading management software within the travel and leisure industry. In 2014, the Tempest *iDSS Cyclone* CRM software was selected through the City's bid process. This agreement extends this service with no increase in price.

FUNDING SOURCE:

Funding to support this agreement is included in the CVB's budget annually.

RECOMMENDATIONS:

Convention & Visitors Bureau recommends passing this bill on first reading.

ATTACHMENTS:

Council Bill No. 2021-601

Tempest CRM agreement