



CITY OF GRAND PRAIRIE COMMUNICATION

MEETING DATE: 10/11/2022

REQUESTER: Amy Sprinkles, Marketing Director

PRESENTER: Sara Dedeluk, Tourism Supervisor

TITLE: Contract with Crowdriff, a visual influence platform, in the amount of \$12,000 per year to allow city access to photos people upload to social media featuring Grand Prairie. This contract is renewable annually; Authorize the City Manager to execute up to five renewal options with aggregate price fluctuations up to \$3,000 so long as sufficient funding is appropriated by the City Council to satisfy the City's obligation during the renewal terms (Reviewed by the Finance and Government Committee on 10/03/2022)

RECOMMENDED ACTION: Approve

ANALYSIS:

The City of Grand Prairie Tourism Division began using Crowdriff on October 1, 2018, for \$12,000 a year. Crowdriff, a visual influence platform, is a sole source vendor. It allows us to have access to the ever-changing database of organically produced photography and video taken in our city. Crowdriff allows us to scan social media platforms (Facebook and Instagram) by hashtag and location and download Grand Prairie relevant images from public posts.

These authentic photos are used to help promote Grand Prairie on our website, social media, and advertising. In addition to tourism purposes, we also pull-down images for Animal Services, Parks, Environmental Services and various city of Grand Prairie programs and services. We currently split the invoice between Marketing/Tourism; Parks; Environmental Services and Animal Services.

In annually renewing this sole source vendor, we have now spent \$48,000 in the past 4 years and need City Council approval to renew with Crowdriff for a fifth and future years. Three funds share the invoice using HTMT, General Fund and Park Fund.

Local Government Code Chapter 252 provides an exemption from the competitive bid process when an item or service is available from only one source. Crowdriff is the sole provider of visual content marketing software for travel and hospitality brands.

FINANCIAL CONSIDERATION:

Funding is available in FY 2022/2023 budget 172110-61600, 351010-61600, 301010-61575 and 301110-61575 for Crowdriff and will be charged accordingly.