



CITY COUNCIL AGENDA ITEM

SUBJECT: 2022 DMO Contract

AGENDA SECTION: *(check all that apply)*

- PRESENTATION PUBLIC HEARING CONSENT AGENDA OLD BUSINESS
 NEW BUSINESS OTHER, PLEASE STATE: [Click or tap here to enter text.](#)
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CATEGORY: *(check all that apply)*

- ORDINANCE RESOLUTION CONTRACT POLICY STATUS REPORT
 OTHER, PLEASE STATE: [Click or tap here to enter text.](#)
-

ACTION REQUESTED: DECISION DISCUSSION, REVIEW, or UPDATE ONLY

Previously Heard Date(s): [Click or tap to enter a date.](#) & [Click or tap to enter a date.](#)

Current Work Session: Monday, November 8, 2021

Current Council Meeting: Monday, November 22, 2021

SUBMITTED BY: Jonathan Bartlett, Economic Development Director

PRESENTER: Jonathan Bartlett

PURPOSE: To extend the City's contract with Discover Dekalb through December 31, 2022.

FACTS: Discover Dekalb has been contracted to serve as the City's Destination Marketing Organization (DMO) through the end of 2021. Council has the option to enter a new annual or longer-term agreement with Discover Dekalb, or to consider alternative solutions.

OPTIONS: Approve, Approve with Modifications, Table, Deny, or Defer [Click or tap here to enter text.](#)

RECOMMENDED ACTION: Approval

ATTACHMENTS:

- (1) Attachment 1 - Proposed Discover Dekalb Contract
- (2) Attachment 2 - DMO Benchmark Presentation
- (3) Attachment 3 - [Click or tap here to enter text.](#)
- (4) Attachment 4 - [Click or tap here to enter text.](#)
- (5) Attachment 5 - [Click or tap here to enter text.](#)