

COUNCIL DECISION REQUEST

SUBJECT: "Media USA – Official Best of" Designation of Arizona's Best Small Town

MEETING DATE: April 17, 2008

PAYSON GOAL: NEW: EXISTING:

ITEM NO.:

TENTATIVE SCHEDULE:

SUBMITTED BY: Cameron Davis – OTEV Director AMOUNT BUDGETED: 0.00

SUBMITTAL TO AGENDA

EXPENDITURE REQUIRED:

APPROVED BY TOWN MANAGER

CONT. FUNDING REQUIRED: \$3,900.00



EXHIBITS (If Applicable, To Be Attached):

POSSIBLE MOTION : Motion to approve the expenditure of \$3,900 from the contingency fund for Media USA- Official Best of Designation to Payson as the 2008 "Best Small Town In Arizona".

SUMMARY OF THE BASIS FOR POSSIBLE MOTION:

Payson has been selected as the "Official Best Small Town in Arizona" and will be showcased in a two-minute segment during a television special "The Official Best of Arizona - 2008" and on our internet travel site www.OfficialBestOf.com. **The half-hour television program will air on KPNX 12 NBC.**

The "Official Best Of" solicits nominations for our www.OfficialBestOf.com website after we have searched online travel resources to determine which nominees will be named "best of."

No attraction can contact us for inclusion. Our selection process is rigorous with extensive research that requires positive reviews from a minimum of three independent sources. Our website receives over 40,000 visitors a month and traffic on our website surges after each TV airing.

You have 100% approval of this two-minute segment. The television program and website will feature twelve Arizona attractions, each in a different best of category.

There are five components to the "Official Best of" promotion:

- A 30 minute television special, the *Official Best of Arizona-2008*, which airs on Saturday, May 17th at 3:30pm on NBC channel 12 in Phoenix.
- Three year promotion of your two minute video segment on our travel site www.OfficialBestOf.com . Visitors to the site can easily access your featured video along with a direct link to your website. Your feature will also be placed on www.youtube.com and www.BestofGoogleVideo.com .
- A broadcast-quality DVD of your feature that you may copy and distribute as you like.
- A web version of your feature, with full usage rights, to use in any other form of advertising.
- The *Official Best Of* logo that highlights your award of distinction and identifies you as **the best** in your category.

Addendum to: APR 17 2008 I.3

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There is a sponsorship fee of \$3,900. This covers the production of our two-minute video segment, the television airing and placement on the OfficialBestof.com website for a full three-year period.

The sponsorship fee is of \$3,900 is to finance the production of the 2 minute segment the Town of Payson will receive.

So far confirmed for the production:

*Lake Powell Resorts and Marinas in Page
Schnepf Farms in Queen Creek
Hidden Meadow Ranch in Greer
Amara Resort in Oak Creek Canyon*

PROS: I have received several calls back from businesses and organizations during my due diligence on this group and they seem to stack up. There were several people that said they were very good and the \$3,900 needed to produce the 2 minute promotional video was well worth it. If you factor in the production cost to shoot a 2 minute commercial, alone that cost would well exceed \$4,000. If you then add in the air time we will receive and the website promotion... this is a good deal for Payson.

We will also get all of the raw footage that the OTEV office will be able to manipulate in to other segments that we may want to show on Channel 4, our own website and other advertising mediums.

The Town of Payson will be able to build on this title as Arizona's Best Small Town. The airing of the show comes at a time when we need all the exposure we can get for our businesses. It is also a perfect time to showcase our upcoming events on the largest network (KPNX – NBC's Affiliate Channel 12) with the most reach in the valley.

CONS: I do not see any cons at this time.

PUBLIC INPUT (if any): I have received comments back from several groups and businesses that have worked with Media USA – OfficialBestof and all have been positive.

BOARD/COMMITTEE/COMMISSION ACTIONS/RECOMMENDATIONS (if any) (give dates and attach minutes):

FUNDING:

Account Number:	Title:	Amount: \$
Account Number:	Title:	Amount: \$
Account Number:	Title:	Amount: \$
Account Number:	Title:	Amount: \$
		Total Cost: \$

CFO: _____ Date: _____