

Memorandum General Administration

To: City Council
Subject: QC PastPort Agreement
Date: June 23, 2021



At the June 14th, 2021 Study Session Natalie Linville-Mass of Medial Link, Inc. presented and overview of her PastPort program that is currently operating on the Channel Cat and how it could be implemented in Rock Island. Rock Island is proposed to be the first municipality participating in the program. As a founding member, the price is \$27,000. Under the proposal, ten initial heritage tourism sites will be established in Rock Island. Each location will be marked with signage that will contain links to audio and written information about the location. Additionally, non-profit agencies that have helped with the project will be recognized and information will be available to recognize those organizations. Each founding member sponsorship lasts for five years without any charge. This sponsorship includes:

- ✓ Your logo on the homepage of the QC PastPort website and app each year.
- ✓ Your logo on videos used for broadcast and digital advertising each year.
- ✓ Your logo and a sponsor mention in the PastPort Booklet.
- ✓ Your logo and sponsor mention on QC PastPort's booklet on the destination page you are sponsoring.
- ✓ A minimum of four social media posts about your business or organization on QC PastPort social media pages per year with bi-annual reports on impressions, reach and click-throughs on your posts.
- ✓ Your rotating banner ad on QC PastPort's website and app. As a sponsor, you will receive a monthly update on the number of impressions and click-throughs your ad receives. These ads will be rotated within the destination people visit, as well as the website and app in a 300x250, 728x90 and 50x150 banner ads.
- ✓ Your logo on the destination signs.
- ✓ Giveaway Sponsor: Our social media pages will be encouraging people to know more about the Quad Cities incredible history. Any participating sponsor would be able to offer a prize in our social media contesting.

This project is in line with the Council Goals and the first step in establishing our Heritage Tourism program as requested in the 2021 Action Steps. This program has the support of Visit Quad Cities. Visit Quad Cities is also participating in the PastPort program and discussions are underway with other local municipalities. The project will be funded from the \$100,000 tourism fund.

Recommendation: General Administration recommends that the City Council approve the QC PastPort proposal and authorize the City Manager to enter into an agreement with Media Link, Inc. for \$27,000 to execute the proposal.

Submitted by: Randy Tweet, City Manager

Approved by: Randy Tweet, City Manager