



Staff Report

TO: City Council
FROM: Kyle Warsinski, Economic Development Manager
DATE: May 17, 2022
SUBJECT: Professional Services Agreement with EDSuite for Economic Development Website Design and Hosting

Background and Analysis:

On July 2, 2019, City Council approved Beaumont's first Economic Development Strategic Plan. The strategic plan was created with input from numerous community stakeholders, City staff and the City Council. The plan included a mission statement and eight main goals.

The City of Beaumont strives to create a balanced, sustainable and diverse economic environment by leveraging existing local business, recruiting targeted industries, and encouraging outside investment, that will enhance Beaumont's quality of life and support community values.

- 1. Develop an economically balanced community,*
- 2. Recruit new business, while retaining and expanding local business, that promote growth of primary jobs and/or sales tax revenue,*
- 3. Develop an online Economic Development presence to provide business owners and site selectors resources they need,*
- 4. Create a Quality of place that establishes Beaumont as a community to build and grow a business, as well as attract and retain talent,*
- 5. Connect with and assist local small business start-ups and entrepreneurs,*
- 6. Ongoing review of development review processes and identify streamlining and efficiency techniques,*
- 7. Work with regional workforce development partners to provide needed resources to the area and begin to develop a retraining program for positions under threat of automation, and*
- 8. Leverage the City's strengths to maximize business opportunities.*

One program that aims to aid in the achievement of multiple goals in the plan is the creation of a standalone website dedicated to providing a platform to market the City's message, engage with partners and companies, and publish data and resources to better serve existing businesses and business prospects.

City staff explored various options to accomplish this, which included using the City's current website provider and website design firms which specialize in economic development website creation.

Upon completion of the review, it was clear EDSuite is best suited to fulfill the City's needs for this program based on the following criteria:

- Specialized economic development website design,
- Content to be written by professional creative writing team,
- Property search tool, and
- Affordable support and hosting.

The services contained in the professional services agreement are as follows:

Website Design with Content:	\$20,880	(one-time)
Property Search Tool:	\$3,000	(one-time)
Support and Hosting:	\$12,000	(\$4,000 per year x 3 years)
Photography Consulting:	\$400	(as needed)

EDSuite's proposal (attached) provides a detailed breakdown and summary of each of the above line items.

The City also received quotes from the following firms:

Civic Plus:	\$12,900 design, 3 years hosting cost \$10,623.
Golden Shovel:	\$22,700 design, 3 years hosting cost \$30,450.

At its May 11, 2022, meeting, the Economic Development Committee reviewed the proposal and recommended for approval by the City Council.

Fiscal Impact:

The total not to exceed cost of the contract is \$36,280, which includes 3 years of hosting. The project shall be funded from the following account: 1200-7020 Advertising.

Recommended Action:

Approve the Professional Services Agreement for website design and hosting services with EDSuite.

Attachments:

- A. Professional Services Agreement
- B. EDSuite Proposal