



**CITY OF BELLE ISLE, FLORIDA
CITY COUNCIL AGENDA ITEM COVER SHEET**

Meeting Date: December 20, 2022

To: Honorable Mayor and City Council Members

From: B. Francis, City Manager

Subject: RFP for Social Media Services

Background: The City Council allocated funds in the budget to consider hiring a person or company to provide social media services to better communicate information to the residents of the City. Community engagement via social media platforms can be critical in public satisfaction, awareness, and safety. Social media can be used by the City more effectively for things like recruiting government workers and volunteers, promoting events, and directly corresponding with citizens about important local issues.

Staff Recommendation: Review the RFP and determine if it meets the Council's expectations

Suggested Motion: I move to approve moving forward with the RFP for Social Media Services.

Alternatives: Do not approve or provide changes to the RFP

Fiscal Impact: \$35,000 allocated in FY2022-2023 budget

Attachments: RFP (draft)