



## **CITY COMMISSION STAFF REPORT**

**DEPARTMENT:** Commission

**DATE:** February 25, 2025

**SUBJECT:** Discussion and Possible Action on Selling Cooper City Merchandise. –  
**Commissioner Mallozzi**

### **RECOMMENDATION:**

Commissioner Mallozzi requests a discussion and possible action on an initiative to sell Cooper City-branded merchandise as a way to enhance community engagement, promote City pride, and generate supplemental revenue.

### **BACKGROUND OF ITEM:**

Other municipalities have successfully implemented similar programs, offering branded apparel as a means to engage citizens and visitors. Currently, there is no established process for the City to sell merchandise directly. This proposal aims to formalize the initiative by setting up appropriate policies and procedures for the sale and distribution of items.

### **ANALYSIS:**

The sale of Cooper City merchandise would provide a unique opportunity for residents to showcase their City pride while also serving as a source of additional revenue for City-sponsored programs and events. The City could implement the program through various distribution channels, such as:

- Online sales via the City website
- In-person sales at City Hall and Community Events

To ensure cost-effectiveness, the City may explore options such as print-on-demand services or bulk purchasing agreements with local vendors. A competitive bidding process may be required to select the most suitable vendor. Additionally, City staff will develop guidelines on product selection, pricing, and branding consistency.

### **STRATEGIC PLAN:**

This item fosters community engagement and supports economic development. By promoting City-branded items, the program enhances civic pride and encourages local support for City-sponsored activities.

**FISCAL IMPACT:**

The fiscal impact will depend on the chosen sales model. If a print-on-demand option is pursued, upfront costs will be minimal. If bulk purchasing is selected, an initial investment will be required, but revenue from the merchandise sales could offset these costs. Further financial details will be developed based on Commission feedback and staff research.

**ATTACHMENTS:**

1. Items being sold at Publix