



CITY COMMISSION STAFF REPORT

DEPARTMENT: Administration

DATE: October 10, 2023

SUBJECT: Motion to approve an agreement with Garth Solutions for social media, website updating and graphic design services.

CITY MANAGER RECOMMENDATION:

The City Manager recommends the Commission to approve the execution of an agreement with Garth Solutions.

BACKGROUND OF ITEM:

On Thursday, April 13, 2023, the City advertised its notice to bidders of the City's desire to hire a firm to provide social media, website updating, and graphic design services.

ANALYSIS:

Following a meticulous evaluation of proposals submitted by six prominent contenders, three short-listed firms were selected for in-depth presentations and Q&A. The finalists, Garth Solutions, Conceptual Communications, and My PR Guru LLC, presented their proposals to the City's evaluation committee. Subsequent to a thorough assessment, which included contacting references and conducting due diligence, Garth Solutions emerged as the preferred choice to fulfill these critical communication needs.

Garth Solutions boasts over two decades of invaluable experience in effectively connecting and educating taxpayers about significant public sector endeavors. Strategically headquartered in Davie, within the heart of Broward County, this well-established firm has deep-seated roots in our local communities and industries, affording them an insightful understanding of Cooper City's distinct needs and diverse demographics.

Their comprehensive strategy aims to elevate our City to new levels, offering a wide range of services with unrestricted access. It entails the development of a contemporary and socially engaging brand for Cooper City across various platforms, encompassing graphics, photography, videography, and content curation. Moreover, Garth Solutions aims to create informative videos elucidating local policies, infrastructure projects, public services, and community initiatives.

Furthermore, they are committed to producing innovative marketing collateral, including attention-grabbing posters, banners, and merchandise, all tailored to enhance our City's branding and public image. With their extensive experience and community-focused approach,

Garth Solutions is poised to be an invaluable asset in advancing Cooper City's communication endeavors to the next level.

STRATEGIC PLAN:

These services will support the City's strategic goal of strong sense of place, which thrives for smart development and creative redevelopment that increases the residents' affinity for "Someplace Special" through outreach communication.

FISCAL IMPACT:

The City Commission approved \$66,000 for communication services in the Fiscal Year 2024 budget.

<u>General Ledger Acct. Number</u>	<u>Budgeted Amount</u>	<u>Requested Amount</u>	<u>Remaining Amount</u>
001-110-531100-512	\$66,000	\$66,000	\$0

ALTERNATIVES:

The City Manager's recommendation for the next alternative is Conceptual Communications, which offers services similar to the current provider. However, they have specified time limits and additional fees. These include a monthly retainer cost of \$4,500, with a maximum of 50 hours per month.

After thorough evaluation and due diligence, the third option, My PR Guru LLC, was considered. They propose a monthly retainer cost of \$1,799. However, upon careful examination, it was determined that PR Guru's services, while falling within our budget, is not aligned with the City's future objectives of advancing strategic communications.

ATTACHMENTS:

1. City of Cooper City Agreement – Garth Solutions
2. Exhibit A – RFP 2-4-CM Social Media Website Updating and Graphic Design Services
3. Exhibit B – Garth Solutions Submittal
4. Tabulation – RFP 2023-4-CM
5. Vendor Compliance – Garth Solutions

Workflow History



User	Task	Action	Date/Time
Allen, Tedra	NEW ITEM: Not Yet Routed	*COMPLETE: Forward to ...	09/01/23 01:37 PM
Horowitz, Jacob	Assigned to Attorney	COMPLETE: Forward to ...	10/05/23 08:55 AM
	<i>There are several blanks in the agreement that will need to be completed, including the contract term.</i>		
Eggleston, Ryan	Assigned to City Manager	COMPLETE: Forward to ...	10/05/23 11:43 AM
	<i>Contract Term has been included in the agenda system with proposed vendor signature.</i>		
Allen, Tedra	Assigned to City Clerk	APPROVE ITEM: End Wo...	10/06/23 04:12 PM
Allen, Tedra	END WORKFLOW - APPROVED		10/06/23 04:14 PM