



## CITY OF GRAND PRAIRIE COMMUNICATION

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**MEETING DATE:** 05/21/2024

**PRESENTER:** Sara Dedluk, Marketing and Community Supervisor, Tourism Department

**TITLE:** Contract for Personal Services with Highland Market Research, LLC in the amount not to exceed \$90,000 for administrative coordination, consulting, and proposal submission to the Texas Event Trust Program (ETF) and Major Event Reimbursement Program (MERP). Authorize the City Manager to execute any additional renewal options with aggregate price fluctuations not to exceed \$50,000 within a one-year term, so long as sufficient funding is appropriated by the City Council to satisfy the City's obligation during the renewal terms (Reviewed by the City Council Development Committee on 05/21/2024)

**REVIEWING  
COMMITTEE:**

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**SUMMARY:**

<u>Vendor Name</u>	<u>Annual Cost</u>	<u>Total Cost</u>
Highland Market Research	N/A	\$90,000.00

**PURPOSE OF REQUEST:**

Local Government Code Chapter 252 provides an exception from the competitive bid process for the procurement of personal, professional, or planning services. Highland Market Research, LLC (HMR) was selected as the most qualified professional due to their specific experience in state grant administration for major events. Highland Market Research is assisting the City of Grand Prairie in developing the necessary deliverables for application to event funding programs under the Texas Major Event Reimbursement Program (MERP) and the Texas Event Trust Fund Program (ETF). HMR will continue to ensure comprehensive application preparation and submission for several key events in 2024. These events include, but are not limited to, the Major League Cricket (MLC) National Championship and a series of matches within the ICC Men's T-20 World Cup. HMR will provide economic impact studies, affidavits, site selection letters, endorsement letters, and other required forms. The consulting firm will also assist with post-event reporting and other reporting as required by the funding entity.

**EXPENDITURE HISTORY (2 to 3 yrs info):**

	<u>Amount</u>	<u>Approval Date</u>	<u>Reason</u>
<i>Original Contract:</i>	\$45,000	02/09/2023	Not To Exceed
<i>Extended Contract:</i>	\$45,000		To Request Additional Funds
<b><u>TOTAL:</u></b>	\$90,000		

**PROCUREMENT DETAILS:**

Procurement Method: ☐ Cooperative/Interlocal ☐ RFB/RFP ☐ Sole Source ☒ Professional Services ☐ Exempt

☐ Local Vendor ☐ HUB Vendor

Number of Responses: RFP/RFB #:

Selection Details: ☐ Low Bid ☐ Best Value

**FINANCIAL CONSIDERATION:**

Budgeted?	<input type="checkbox"/>	Fund Name:	Hotel Motel Tax Fund
			Cricket Fund

**ATTACHMENTS / SUPPORTING DOCUMENTS:**

1- Quote

**BODY**

**AN ORDINANCE OF THE CITY OF GRAND PRAIRIE, TEXAS, AMENDING ORDINANCE NO. 11423-2023 FOR THE FY 2023/2024 OPERATING FUND BUDGETS REFLECTED IN SECTION 1 BELOW**

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, THAT:**

SECTION 1. Budgets for FY 2023/2024, submitted by the City Manager and adjusted by the Council, are hereby incrementally amended for the following funds:

Fund	Revenue Increase (Decrease)	Expenditure Increase (Decrease)
Hotel Motel Tax Fund		22,500
Cricket Fund		22,500

**PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF GRAND PRAIRIE, TEXAS, ON THIS THE 21ST DAY OF MAY 2024.**