



City of Grass Valley City Council Agenda Action Sheet

Title: Request for Proposals of Social Media Management Consultants

Recommendation: That Council approve the RFP and direct staff to move forward with the procurement process.

Prepared by: Taylor Day, Deputy City Clerk

Council Meeting Date: 5/24/2022

Date Prepared: 05/20/2022

Agenda: Consent

Background Information: During 2021, the City entered a contract with a Marketing Consultant to provide marketing expertise, photography, videography, and graphic artwork, production of short videos, and public relations services. This agreement provided to be extremely beneficial to the City, by establishing a presence that was able to reach out and connect with the citizens of Grass Valley. However, one area of improvement the Staff saw could be improved and have a larger emphasis on was the Social Media aspect. Staff believes that there needs to be a day to day presence on Social Media between all City entities (i.e. Fire, Police, Public Works) to keep everyone informed and up to date on events, road closure notification, Mill Street construction, emergencies, and other informative items.

Staff is requesting to have a request for proposal put out for the purpose of Social Media Management for City Hall, Grass Valley Police Department, and the Grass Valley Fire Department. The goal is to secure a consultant who will provide services that will: (1) increase the community's awareness of and involvement in events downtown; (2) expand the reach of audiences to recruit new and diverse visitors and homeowners alike; (3) make an awareness of upcoming projects occurring in the City; (4) continually adapting to changes in social media; and (5) expand the City's online presence.

Council Goals/Objectives: The item executes portions of work tasks towards achieving/maintaining Community and Sense of Place as well as Economic Development and Vitality.

Fiscal Impact: This proposed contract is included in the FY2022-23 preliminary budget.

Funds Available: Yes

Account #: TBD

Reviewed by: City Manager