Council Agenda Summary

November 1, 2022

Key Staff Contact: Kelli Johnson, Interim Communications and Engagement Director, 350-9702

Title:
Consideration of a motion to approve a change order, in the amount of $38,250.00, to the contract with Barnhart Communications for the image campaign

Summary:
After evaluating the success of certain marketing tactics at the end of 2021, which was essentially year one of the reimagined image campaign due to the COVID interruption, C&E went to appropriations for monies to develop and produce two commercials for broadcast with various networks and digital connected devices (streaming) including Spanish networks and radio. Council approved this appropriation request [Appropriation #2 – Ordinance #17: Item #09-Lince #025 and #027].

Since these marketing deliverables fall within the work of the image campaign, and since Barnhart has produced quality videos and commercials for the city in the past, for continuity in style, voice, and quality, Barnhart has agreed to produce these commercials.

This change order is presented to City Council based on Greeley Municipal Code §4.20.160 which required change orders over 25% of the contract amount be referred to City Council for approval. This brings the total of the revised contract amount from $102,000.00 to $140,250.00

Fiscal Impact:

Does this item create a fiscal impact on the City of Greeley?	No
If yes, what is the initial, or, onetime impact?	
What is the annual impact?	
What fund of the City will provide Funding?	
What is the source of revenue within the fund?	
Is there grant funding for this item?	N/A
If yes, does this grant require a match?	
Is this grant onetime or ongoing?	
Additional Comments:	

Legal Issues:
None.

Other Issues and Considerations:
Enter Text Here.

Strategic Work Program Item or Applicable Council Priority and Goal:
Business Growth and Image

Decision Options:
1)   Approve change order as recommended,

Council's Recommended Action:
A motion to approve Change Order #2.

Attachments:
Change Order