



ITEM SUMMARY

MEETING DATE: June 17, 2024

FROM: Monica Powery, Director of Purchasing

SUBJECT: Award of RFP No. 24-011 Branding and Marketing Services

BACKGROUND

The City of Greenacres desires to hire an experienced and qualified agency to develop an inclusive brand for its rebranding initiative. This project shall include the development of a comprehensive citywide brand strategy and roll-out plan, demonstrate the connectivity and community of the City, provide a plan to stimulate the economic development within the City, produce a dynamic new brand identity and incorporate the community through an inclusive process. The RFP was advertised by the City's Purchasing Department on February 18, 2024.

ANALYSIS

The proposals were opened March 15, 2024, with seven (7) proposers responding. The attached tabulation sheet summarizes the responses received. The Selection Committee was comprised of the following City personnel: Director of Communications, Director of Economic Development, Multimedia Communications Specialist, IT Applications Specialist, Director of Communications for the City of Parkland, and the Director of Purchasing as the Chair.

The Selection Committee first meeting was held on April 19, 2024, to discuss evaluations and determine if further discussions/presentations are desired to rank and award proposers. The committee determined that presentations were necessary.

The Selection Committee second meeting was held on May 3, 2024, Jacober & Associates, Inc. d/b/a Jacober Creative and The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing presented to the committee. Immediately after, the selection committee held a meeting to discuss, evaluate and rank both firms. After discussion the committee voted, The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing as the highest ranked firm. The attached tabulation sheet summarizes the committee's final ranking.

FINANCIAL INFORMATION

Sufficient funds are budgeted in the Administration Department.

LEGAL

The recommendation for award is in accordance with the requirements of City policies and procedures.

STAFF RECOMMENDATION

Approval of Resolution No. 2024-30 authorizing execution of the agreement for the duration of the project for RFP No. 24-011 Branding and Marketing Services to The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing. If additional services are needed, then this Agreement may be extended for up to four (4) additional one (1) year terms upon mutual written consent of the parties.