



## ITEM SUMMARY

**MEETING DATE:** May 19, 2025

**FROM:** Monica Powery, Director of Purchasing

**SUBJECT:** Resolution 2025-27 – Visual Arts and Digital Content Creation

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### BACKGROUND

The City of Greenacres, through its Department of Economic Development, is launching an initiative to promote and showcase the City's local restaurant scene. This effort aims to highlight unique local businesses, attract more visitors, and support economic growth and community engagement.

To achieve this, the City proposes contracting with Kaliah Communications, Inc., an experienced artistic services provider specializing in visual storytelling, digital content creation, and artistic exhibitions for governmental and cultural organizations.

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### ANALYSIS

The scope of services includes artistic content coordination, photography, videography, and digital content development to feature one local restaurant per month over six months. Kaliah Communications will also manage the distribution of this content across the City's social media platforms to maximize visibility and engagement.

Under the City's Procurement Code, artistic services qualify for an exemption from competitive selection. Given the specialized and creative nature of the services and the vendor's expertise, staff recommends waiving competitive selection and directly contracting with Kaliah Communications, Inc.

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### FINANCIAL INFORMATION

The agreement covers a six-month term, from June 1, 2025, through November 30, 2025, at a total cost not to exceed \$18,000. Sufficient funds are available in the FY 2025 budget under the Department of Economic Development.

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### LEGAL

The agreement is in accordance with the requirements of City policies and procedures.

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### STAFF RECOMMENDATION

Approval of Resolution No. 2025-27, authorizing execution of an agreement with Kaliah Communications, Inc. for visual arts and digital content creation services to support the City's restaurant promotion initiative, at a total cost not to exceed \$18,000, and approval of a waiver of competitive selection in accordance with the Procurement Code exemption for artistic services.