



ITEM SUMMARY

MEETING DATE: February 2, 2026

FROM: Monica Powery, Director of Purchasing

SUBJECT: Resolution 2026-04 – Visual Arts and Digital Content Creation

BACKGROUND

The City of Greenacres, through its Department of Economic Development, is implementing an initiative to support the City's economic development, business promotion, and place-based marketing efforts. This initiative is intended to highlight and promote local restaurants, retail establishments, shopping districts, service-oriented businesses, and other business opportunities as identified by the City, in order to attract visitors, support local commerce, and enhance community engagement.

To support these efforts, 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.

ANALYSIS

The scope of services includes artistic content coordination, photography, videography, and digital content development to support the City's business promotion and economic development initiatives. Services may include the creation of visual and digital content for various types of local businesses, as identified by the City, as well as management and distribution of such content across the City's digital and social media platforms to maximize visibility and engagement.

The requested services constitute artistic and creative professional services, which are inherently subjective in nature and not well suited to traditional competitive solicitation. The services require specialized artistic judgment, creative direction, and consistency in visual style to effectively support the City's branding and marketing objectives.

Pursuant to Section 2-213 of the City's Procurement Code, the City Council may waive competitive selection when it is in the best interests of the City and will not result in a financial disadvantage. Additionally, Section 2-217(8) of the Procurement Code expressly exempts artistic services or works of art from competitive selection requirements. Given the specialized nature of the services, the demonstrated expertise of the vendor, and the limited benefit of issuing a competitive solicitation, staff recommends approval of a waiver of competitive selection and direct contracting with Kaliah Communications, Inc.

FINANCIAL INFORMATION

The agreement provides for an initial one (1) year term commencing on February 2, 2026, at a total cost not to exceed \$36,000, subject to satisfactory performance and budgetary appropriation. Compensation shall be paid on a monthly retainer basis in an amount not to exceed \$3,000 per month.

Sufficient funds are available in the FY 2026 budget under the Department of Economic Development.

LEGAL

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

STAFF RECOMMENDATION

Approval of Resolution No. 2006-04, authorizing the City Manager to execute an agreement with Kaliah Communications, Inc. for visual arts and digital content creation services to support the City's economic development, business promotion, and place-based marketing initiatives, at a total cost not to exceed \$36,000 for the initial one (1) year term commencing February 2, 2026; authorizing up to two (2) one-year renewal options, each subject to future City Council approval and budgetary appropriation; and approving a waiver of competitive selection in accordance with Section 2-213 and Section 2-217(8) of the City's Procurement Code.