



# STAFF REPORT

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<b>MEETING DATE:</b>	April 15, 2024
<b>MEETING TYPE:</b>	City Council
<b>SUBMITTED BY:</b>	Katherine Lindsey
<b>AGENDA CAPTION:</b>	Discuss and consider which firm to lead the rebranding project. Presented by: Katherine Lindsey, Assistant to the City Administrator

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## **Background Information**

The City Council interviewed three firms: North Star Place Branding + Marketing on March 4th, BrandEra Inc. on March 18<sup>th</sup>, and Pavlik and Associates, LP on April 1<sup>st</sup>. This work session is a time for the Council to do a final review of each firm, taking into consideration their proposed approaches, examples of previous work, and other aspects of their proposals and interviews.

## **Budget Implications**

The total budgeted cost of the project is \$75,000 which includes professional services and production of collateral.

## **Operational Impact**

Choosing the best firm is paramount to ensuring the project's success and thus betterment of the organization.

## **Legal Review**

NA

## **Staff Recommendation**

NA

## **Supporting Documentation and Attachments**

1. North Star Place Branding + Marketing, Excerpts from Proposal – Examples of Previous Work and Proposed Pricing
2. BrandEra, Excerpts from Proposal – Examples of Previous Work and Proposed Pricing
3. Pavlik and Associates, Excerpts from Proposal – Examples of Previous Work and Proposed Pricing