



CITY OF HENDERSONVILLE AGENDA ITEM SUMMARY

SUBMITTER: Jamie Carpenter **MEETING DATE:** June 2, 2022

AGENDA SECTION: Public Hearing **DEPARTMENT:** Community Development, Downtown Division

TITLE OF ITEM, Presenter Name, Title: Public Hearing: 7th Avenue Municipal Service District – Vision & Brand Consultant, Jamie Carpenter, Downtown Manager

SUGGESTED MOTION(S): I move to adopt the resolution by the City of Hendersonville City Council to authorize the City Manager to execute agreement with Arnett Muldrow & Associates, Ltd. for branding and visioning services for the Seventh Avenue Municipal Service District.

SUMMARY:

The City Council will hold a public hearing to consider a proposed contract for branding strategy with the apparent successful bidder Arnett Muldrow. The scope of work includes information gathering and background review, community resource visit and public information, draft strategy, implementation workshop and BrandPrint Report which includes a logo and tagline for the 7th Avenue district, refinement of the current downtown "H" logo and recommended uses for the final design. The contract is proposed to be \$10,500. The apparent successful bidder was selected through a competitive bid process pursuant to N.C.G.S. § 160A-536.

BUDGET IMPACT: \$10,500

Is this expenditure approved in the current fiscal year budget? Yes

If no, describe how it will be funded. N/A

ATTACHMENTS: Resolution, Contract