

**AGENDA ITEM SUMMARY FORM**

PROPOSED MEETING DATE: May 17, 2023
PREPARED BY: Scott Jones, Economic Development Director
DEPARTMENT: Economic Development

AGENDA ITEM DESCRIPTION:

Consideration, discussion, and possible action on approving and authorizing the Scope of Work included in the Request for Proposals for City Branding and Ongoing Communications Services.

BACKGROUND/SUMMARY:

The Department of Economic Development is seeking proposals for a qualified firm to provide the development of a comprehensive brand for the City of Manor. The project scope will include the development of a new brand for the City of Manor and ongoing marketing and communication services as the public relations agency of record for the City. The proposals will be weighed on proposal factors that include the firm's experience and qualifications, the project team involved, the project approach and timeline, the costs and fee schedule, and the quality of references provided. Any contract entered into as a result of this request for proposal will be in an amount less than \$50,000. The attached request for proposal is provided for City Council consideration.

LEGAL REVIEW: Yes

FISCAL IMPACT: No

PRESENTATION: No

ATTACHMENTS: Yes

- Request for Proposals

STAFF RECOMMENDATION:

Staff recommends City Council approve and authorize the Scope of Work included in the Request for Proposals for City Branding and Ongoing Communications Services.

CITY COUNCIL: **Recommend Approval** **Disapproval** **None**
