



AGENDA ITEM SUMMARY FORM

PROPOSED MEETING DATE: June 21, 2023
PREPARED BY: Scott Jones, Economic Development Director
DEPARTMENT: Economic Development

AGENDA ITEM DESCRIPTION:

Consideration, discussion, and possible action on a proposal for the project of City Branding and Ongoing Communications Services.

BACKGROUND/SUMMARY:

The Manor Economic Development recently solicited proposals for the project of City Branding and Ongoing Communications. This project is aimed at hiring a firm or individual to develop a comprehensive brand for the City of Manor and provide ongoing marketing and communications services. The received proposals were evaluated in terms of firm experience and qualifications, members of the project team, the project approach and timeline, projects cost and fee schedule, references, and any other additional information the applicant would like to include for consideration. The Economic Development Department has determined that Chickenango has provided a proposal that best satisfies all these areas of evaluation.

LEGAL REVIEW: Yes
FISCAL IMPACT: No
PRESENTATION: No
ATTACHMENTS: Yes

- Proposal Reference No. 2023-7 provided by Chickenango
- City of Manor Request for Proposal – City of Manor Branding and Ongoing Communications
- Professional Services Agreement Template

STAFF RECOMMENDATION:

It is the city staff's recommendation that the City Council provide authorization to the City Manager to negotiate, enter into, and execute a service agreement with Chickenango substantively similar to the attached Professional Services Agreement Template, for an amount that will be less than \$50,000, to provide the services described in Proposal 2023-7 provided by Chickenango, and satisfy the project goals described in the City of Manor Request for Proposals for Branding and Ongoing Communications.

PLANNING & ZONING COMMISSION: **Recommend Approval** **Disapproval** **None**
