



## CITY OF MARSHALL AGENDA ITEM REPORT

<b>Meeting Date:</b>	Tuesday, March 26, 2019
<b>Category:</b>	NEW BUSINESS
<b>Type:</b>	ACTION
<b>Subject:</b>	Marshall Community Branding Proposal Acceptance
<b>Background Information:</b>	The City Council approved a Branding/Marketing Request for Proposal (RFP) in late 2018. Over 20 proposals were submitted to the City for consideration. A branding committee comprised of local business leaders, marketing professionals and Director of CVB reviewed the proposals including interviewing the top tier selected proposals. The committee has recommended that the City proceed with the firm North Star.
<b>Fiscal Impact:</b>	\$50,000; with \$20,000 budgeted use of 2019 reserves; \$10,000 from CVB and \$20,000 budgeted use of 2020 reserves.
<b>Alternative/ Variations:</b>	None
<b>Recommendations:</b>	Approve North Star proposal in the amount of \$50,000.00