



*The Lowcountry's Hometown*

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## Staff Report

### Contracts

**DATE:** First Reading: April 19, 2022

**TO:** Moncks Corner Town Council

**FROM:** Douglas Polen, Community Development Director

**SUBJECT:** Contracts

**ACTION REQUESTED:** Consider three contracts for economic development services, including façade & landscaping improvements, social marketing services, and a community/business development video series

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#### Background:

Recently, Council directed Staff to issue Requests for Proposals for three separate projects to be funded through the American Rescue Plan. These three projects are designed to aid local businesses grow and prosper, while also improving their appearance.

The Requests for Proposals resulted in the following three recommendations from Staff:

#### *Façade and Landscaping*

- Architectural assistance to local businesses to design façade and landscaping improvements. This RFP is for Phase 1 of the project, with Phase 2 being construction of the improvements.
- Staff recommends that the bid be awarded to **Coast Architects and Wood + Partners**. The Town has worked closely with Coast in the past, while Wood is currently engaged in the Town's downtown revitalization project.
- The cost will be based on the projects approved by the ARPA Committee, but the overall costs of Phases 1 & 2 is estimated at \$700,000.

### *Social Marketing*

- Social Media and Marketing Assistance to local businesses, such as
  - Website creation / upgrades / Search Engine Optimization
  - Social media creation / upgrades
  - Branding services, such as logos, colors & fonts
- Staff recommends the bid be awarded to **Creative Consulting**. Creative Consulting is a local firm (Summerville), allowing hands-on assistance to businesses that may not be tech savvy.
- The cost will be based on the projects approved by the ARPA Committee and the needs of the businesses, but the overall costs have been estimated at \$70,000.

### *Community & Business Development Video Series*

- A series of approximately twelve five-minute videos designed to teach a new business everything they need to know to build and operate in Moncks Corner. Topics will include
  - Rezoning/Annexation
  - Planned & Negotiated Developments
  - Site Plans & Traffic Analysis
  - Stormwater
  - Building a New Commercial Building
  - New Businesses in an Existing Building
  - Landscaping'
  - Signage
  - Business Licensing
  - Town Services After Opening
- Staff recommends that **eBizUniverse** be awarded the bid, with a contract of \$22,450