



City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☒ Regular ☐ Special

Meeting Date: March 26, 2024

Title: Reject All Proposals received on October 4, 2023, for Marketing and Public Affairs Professional Services

Background: On September 6, 2023, a Request for Proposals (RFP) for Marketing and Public Affairs Professional Services was advertised for bid with a proposal deadline of October 4, 2023.

The proposed project RFP was issued to solicit qualified firms to work with the City to carry out the City Marketing Plan to attract residential and industrial development, retail and restaurant businesses, and to promote hospitality and tourism.

On October 4, 2023, four (4) proposals were received which were reviewed by staff for experience, qualifications, approach, and implementation. Staff did interview a short list of firms; however, no selection was made at that time. Recently, staff changes have occurred, and proposals have become Stale. Staff recommends rejecting the proposals received in October and readvertising the RFP.

Fiscal Impact: The City will incur minimal costs related to rejecting proposals for the Marketing and Public Affairs Professional Services.

Environmental Impact: N/A

Recommended Action: Reject All Proposals received on October 4, 2023, for the Marketing and Public Affairs Professional Services and authorize staff to modify the existing RFP and readvertise for proposals.

Submitted By: Kathy Raasch, Interim Development Services Director

City Manager Approval: Patrick J. Martinez

Date: 3/21/2024

Other Department Approval (when required): _____

Date: _____

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐

Agenda Item: _____