



## City of Needles, California Request for City Council Action

☒ CITY COUNCIL ☐ NPUA

☒ Regular ☐ Special

**Meeting Date:** July 9, 2024

**Title:** Accept proposal from Tripepi Smith to provide Marketing and Public Affairs Professional Services

**Background:** The City of Needles adopted an Economic Investment Plan in March 2022, providing the framework, steps, tasks, and goals for generating economic investment in the City.

In April 2024, a Request for Proposals (RFP) was advertised to obtain a marketing consultant to work closely with the City to carry out the City Marketing Plan. The council has set a goal of creating a thriving pro-business environment that attracts diverse sectors, including residential, retail, industrial, hospitality, manufacturing, small business, and tourism. This vision inspires hope for a vibrant and diverse future for the City. To attract residential and industrial development, retail and restaurant businesses, and to promote hospitality and tourism. To enhance public relations to promote and communicate the City's assets.

A Request for proposals was advertised in early April 2024 with a submittal deadline of May 1, 2024. Five (5) proposals were received, and all firms were allowed to present their proposals to the selection committee. After careful consideration, the committee selected Tripepi Smith to move on to negotiate a Consultant Professional Services Agreement further.

**Fiscal Impact:** \$40,000 budgeted from budgeted general funds,

**Recommended Action:** Accept proposal from Tripepi Smith to provide Marketing and Public Affairs Professional Services for a Not to Exceed amount of \$40,000 annually and authorize staff to execute a Professional Services Agreement and Notice of Award for the work.

**Submitted By:** Kathy Raasch, Interim Development Services Director

**City Manager Approval:** Patrick J. Martinez

Date: 7/3/2024

**Other Department Approval (when required):** Paul [Signature]

Date: 7/3/24

Approved: ☐

Not Approved: ☐

Tabled: ☐

Other: ☐

Agenda Item: 10