



## CITY OF NORMAN, OK STAFF REPORT

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**MEETING DATE:** 3/25/2025

**REQUESTER:** Mitchell Richardson, Recreation Manager

**PRESENTER:** Jason Olsen, Director of Parks and Recreation

**ITEM TITLE:** CONSIDERATION OF APPROVAL, ACCEPTANCE, REJECTION, AMENDMENT, AND/OR POSTPONEMENT OF CONTRACT K-2425-63: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND BRAMLETT AND ASSOCIATES MULTIMEDIA, L.L.C., D/B/A BOLD MULTIMEDIA, FOR MARKETING SERVICES IN THE AMOUNT OF \$42,955 FOR THE PARKS AND RECREATION DEPARTMENT, WESTWOOD PARK, AND THE YOUNG FAMILY ATHLETIC CENTER.

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### **BACKGROUND:**

The City of Norman Parks Department established a contractual agreement starting in 2019 with Bramlett and Associates Multimedia LLC, operating as Bold Multimedia (Bold), to support multimedia and marketing initiatives for the Parks Department. The objective is to enhance visibility, engagement, and awareness of the City's various parks, facilities, and recreational programs, including Westwood Park, the Young Family Athletic Center (YFAC), and general Parks and Recreation services. This partnership uses multimedia strategies to promote community engagement and participation effectively.

### **DISCUSSION:**

**Contract Summary:** Under the agreement, Bold Multimedia will provide a range of marketing services categorized into three main areas, each with specific budget allocations and service requirements.

**Parks and Recreation Media:** Annual Budget: \$24,955 for up to 500 service hours  
Services include social media management, graphic design, email and print newsletters, direct mail campaigns, branding for special events, and signage management.

**Westwood Park Media:** Annual Budget: \$9,000, varying service hours by season.  
Services cover social media, email newsletters, event marketing, radio ads, and other promotional materials specific to Westwood Park facilities and programs at golf, tennis, and the aquatics center.

**Young Family Athletic Center (YFAC) Media:** Annual Budget: \$9,000 for up to 240 service hours  
Services focus on YFAC event promotion, social media, video production, website content, email newsletters, and signage management.

**Budget and Compensation:** The agreement sets a maximum payment structure, disbursed monthly, ensuring consistent support for marketing efforts while adhering to budget constraints.

Termination Clause: The City or Bold Multimedia may terminate the contract with a 30-day written notice, ensuring flexibility for both parties in case of unforeseen changes or challenges.

Request for Proposal (RFP) 2425-31 ran in the Journal Record and was published on January 16 and 23, 2025. Three marketing agencies provided proposals, and the staff conducted virtual interviews on February 7, 2025.

**RECOMMENDATION:**

It is recommended that the City Council approve the contract with Bramlett and Associates Multimedia LLC, operating as Bold Multimedia for \$42,995 annually.