



## **AGENDA ITEM ANALYSIS**

Project/Issue Name: 23-R-17 A Resolution of the City Council Approving Revel Advertising as an On-Call Consultant for Marketing Services.

Submitted By: Andrew Nelson, Deputy City Administrator

Date: March 7, 2023

### **Issue Statement**

The City of Republic requests a Resolution to approve Revel Advertising as independent consultant for marketing services throughout the City.

### **Discussion and/or Analysis**

In January 2023, a Request for Qualifications (RFQ) was opened in order to solicit bids from independent marketing consultants. These consultants would primarily be tasked with assisting the Public Information Officer (or Interim Public Information Officer) in distribution of publications and mailers, general marketing/advertising, and a brand overhaul.

The RFQ was open for submittals for three (3) weeks with Revel Advertising being the sole submittal.

### **Recommended Action**

Staff recommends approval.