

	DDA ITEM Agenda Request Form
Meeting Date: <hr/> Agenda Section: Action Items	Staff Contact: Phillip Trocquet, AICP, CPM Department: DDA
Staff Report: Item Description: Consider Approval of Professional Services Agreement with Elevating Missions Consulting, LLC for DDA Launch Services	

Background/History:

The Downtown Development Authority of Tyrone has been working to establish its organizational identity and presence within the downtown district. As part of this effort, the DDA identified a need for professional consulting services to support branding, web development, business directory creation, and launch communications. At a prior DDA meeting, the Board reviewed a menu of service options presented by Elevating Missions Consulting, LLC, selected the scope of services reflected in the attached draft contract, and directed staff to bring the agreement forward for formal approval.

Findings/Current Activity:

The proposed agreement with Elevating Missions Consulting, LLC (Katie Pace Quattlebaum, Principal Consultant) covers the following DDA Launch Services: (1) brand identity development including logo, colors, and typography; (2) web development and content creation for 5–7 pages; (3) business inventory and directory structure for all businesses within the DDA district; (4) core messaging and positioning strategy with a pro-business focus; and (5) a public relations announcement introducing the DDA’s next chapter. The total contract amount does not exceed \$6,000, billed in two installments of \$3,000 each, with an anticipated project duration of six to eight weeks from execution.

Is this a budgeted item? Yes **If so, include budget line number:** Technical Services

Actions/Options/Recommendations:

Staff recommends approval of the Professional Services Agreement with Elevating Missions Consulting, LLC for DDA Launch Services in a total amount not to exceed \$6,000, and authorization for the DDA Chairman to execute the agreement on behalf of the Authority.