



Legislation Text

File #: 2019-0414, **Version:** 1

Consider a resolution authorizing the Mayor to execute a Professional Consulting Services Agreement and an accompanying Work Made for Hire Agreement with Arsenal Advertising, LLC for communications and marketing services.

Contract Approval Request in which the scope of work includes:

- a) collecting, assessing, developing, creating or disseminating information or materials related to current or prospective business matters;
- b) gathering information pertinent to the preparation of communications materials such as interviewing representatives of the City on matters relevant to the scope of service;
- c) identifying, evaluating or recommending strategies to assist Client in effectively communicating with internal and external audiences in order to help meet its business goals;
- d) developing and implanting communications and promotional activities compatible with strategies approved by Client and its consulting team;
- e) developing materials to support communications or marketing activities including (i) marketing support materials such as websites, internet communication, advertising, logo, marks, direct mail, brochures, promotions, or event communications and (ii) public relations support materials such as media releases, background materials, reports, illustrative or photographic representations;
- f) assisting Client in matters dealing with the media such as monitoring, evaluating and advising Client concerning message development, placement strategies, competitive analysis, impact of media coverage on public attitudes and Client's standing within specific audiences;
- g) producing activity reports and attend meetings as directed by Client; and
- h) conducting such other activities related to communications as Client directs and within agreed terms for time and resource allotments.

Cost: \$2,165,000

Source of Funds: Hotel Occupancy Tax Fund