

Legislation Text

File #: 2023, **Version:** 1

CC MEETING: May 19, 2015

DATE: May 8, 2015

TO: Mayor and City Council

FROM: Ashley D. Mitchell, Administrative Services Director

Discuss an **Update to the Municipal Marketing Plan.**

BACKGROUND:

In late 2012, the City of Carrollton submitted a request for qualifications for a marketing consultant for revenue generation through municipal marketing. We selected a vendor and a report was presented in August 2013. At that time, the Council chose not to move forward with a municipal marketing plan.

At the April 21, 2015 City Council meeting, the Council asked staff to solicit quotes to update this plan with current assets and expand the scope to look at the market for potential partnerships. The City would like to assess if the sponsorship market has changed since the report was created, in light of the additional assets.

Staff requested the following be included in their proposal:

- Name and description of your firm;
- List of municipal clients your firm has worked with over the last five years;
- Description of three successful marketing investments your firm generated for cities during the last five years, including value of each project and the structure of your compensation from the city;
- Cost to update the attached marketing plan that was completed in August 2013 and determine what market interest, if any, may have developed since completion of the current plan for assets that the City of Carrollton has to offer;
- Time frame to complete the review and update of the current plan; and
- Total cost for the work to update the plan.

Staff sent the request for quotes to five different firms. We received quotes from Legends and Water Tower Partners. Their proposals are attached.

STAFF RECOMMENDATION/ACTION DESIRED:

Staff is asking for Council direction on how to move forward.