



AGENDA ITEM SUMMARY

District Impacted

- ☐ 1 = Anzollitto
- ☐ 2 = Woolard
- ☐ 3 = Boyd
- ☐ 4 = Cisneros
- ☐ 5 = Colvin
- ☒ X All

DESCRIPTION	CONSIDER RESOLUTION NO. 2016-R96; A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AND MANAGE AN AGREEMENT BETWEEN THE CITY OF BOERNE AND _____ FOR PUBLIC RELATIONS AND MARKETING SERVICES.
STAFF'S RECOMMENDED ACTION (be specific)	Approve Resolution No. 2016-R96; A Resolution Authorizing The City Manager To Enter Into And Manage An Agreement Between The City Of Boerne And Permanent Ink Public Relations LLC For Public Relations And Marketing Services Not To Exceed \$20,500.00.
CONTACT PERSON	Paul Barwick – Special Projects Director
SUMMARY	<p>Background: Special Projects staff has previously engaged the services of the CE Group in San Antonio for three (3) years. Initially, the CE Group was engaged to support the marketing and promotion of the City's "Dickens on Main" event. Over the years, marketing and public relations services have expanded as additional events and programs have developed.</p> <p>In an attempt to lower the ongoing costs of public relations and marketing services and to stretch available funding for advertising and social media, a Request for Proposal was issued to solicit competitive proposals. A total of four (4) responses were submitted by the deadline: Permanent Ink Public Relations, Amaezing Marketing Group, Valkeryie Consulting, and HUB. These businesses were reviewed by a committee comprised of Special Projects, Convention and Visitor Bureau, and Public Relations.</p> <p>Consultant Services include but are not limited to the following:</p> <ul style="list-style-type: none"> • Develop public relations strategies with targeted outreach. • Create targeted media list(s) for ongoing initiatives as well as special events. • Work as liaison with any partners, etc., to create and maintain communications and enlist their cooperation in promoting campaigns and events. • Draft, edit, seek approval and distribute media materials such as press releases, advisories and pitches. • Work with City to pursue any strategic promotional partnerships. • Assist with copywriting and editing of all promotional

	<p>materials such as fliers, brochures, advertisements, scripts, etc., to maintain brand consistency.</p> <ul style="list-style-type: none"> • Seek out beneficial advertising arrangements that benefit the City's projects. • Provide day-to-day management of social media channels, including monitoring, content creation, community engagement and advising on additional initiatives for effective communications. • Outline details of assigned events and post to online and print calendar listings. • Create and pitch fresh, new and unique story angles to local, regional and national media. • Schedule and coordinate media interviews, broadcast appearances, phone/radio interviews as needed. • Draft scripts/speaking points for key spokespeople, and help with any interview preparation as needed. • Provide on-site staff support at special events. • Act as clearinghouse for any marketing and media related inquiries, as needed. • Collect press hits/placements and maintain media report. <p>Recommendation Staff recommends that the City enter into a consultant services contract with Permanent Ink Public Relations LLC for FY16-17.</p> <p>The recommendation is based on several factors including overall public relations and marketing qualifications, pricing, and proximity of provider to Boerne to allow on-site support, attend meetings, events, etc.</p> <p>The cost for the above described consultant services totals \$18,000, an additional \$2,500 is requested to cover incidental additional services and typical reimbursement costs for project/meeting expenses, mileage, printing, etc.</p>
COST	Not to Exceed \$20,500
SOURCE OF FUNDS	Special Projects Marketing and Advertising Budget FY16-17
ADDITIONAL INFORMATION	Consultant Services Contract

This summary is not meant to be all inclusive. Supporting documentation is attached.

Form Revised 6/1/16