Legislation Text

File #: 18-554, **Version:** 2

P.H. 2018-95: (PUBLIC HEARING 2ND READING)
AN ORDINANCE OF THE CITY COMMISSION OF THE CITY OF POMPANO BEACH, FLORIDA, APPROVING AND AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE A SERVICE CONTRACT BETWEEN THE CITY OF POMPANO BEACH AND THE SUPERLATIVE GROUP, INC. TO IDENTIFY CITY ASSETS, AND DEVELOP AND NEGOTIATE SPONSORSHIP AND NAMING RIGHTS CONTRACTS; PROVIDING FOR SEVERABILITY; PROVIDING AN EFFECTIVE DATE.
(Fiscal Impact: $145,000 retainer and $600,000-$3.5 million annual revenues/ net of commissions)

FIRST READING: SEPTEMBER 11, 2018

(**Staff Contact:** Suzette Sibble)

Summary Explanation/Background:
In April 2017, the City of Pompano Beach (the "City") issued a solicitation (RFP No. L-28-17), Development & Implementation of a Citywide Corporate Marketing & Sponsorship Program. The selection committee selected The Superlative Group, Inc. (Superlative) to serve as the City's partner in exploring this initiative, a national firm that has been working on similar initiatives for over twenty (20) years, specifically specializing in working with municipalities and other local governments. In July 2017, the City Commission approved a Phase I contract with Superlative encompassing the following scope of services:
1. Development of a Marketing Asset Inventory and Valuation report, including an estimate of the potential sponsorship financial value;
2. Development of a proposed Comprehensive Sponsorship Policy; and
3. Development of a Strategic Plan for Marketing Assets, inclusive of a detailed plan to maximize the corporate sponsorship potential for the City.

Staff is now recommending that the City Commission approve a Phase II contract with Superlative to primarily engage in sales campaign to identify potential sponsorship partners and negotiate contracts with these partners, generating a new source of revenue for the City. Please refer to the attached memorandum for additional information.

Origin of request for this action: City Manager's Office
Fiscal impact and source of funding: $145,000 retainer and potential $600,000-$3.5 million annual revenues/ net of commissions

Strategic Plan Initiative

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