

Legislation Text

File #: 17-531, **Version:** 1

A RESOLUTION 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., PROVIDING FOR THE DEVELOPMENT AND IMPLEMENTATION OF A CORPORATE MARKETING AND SPONSORSHIP PROGRAM; PROVIDING AN EFFECTIVE DATE.

(Fiscal Impact: Not to exceed \$68,000.00)

(Staff Contact: Suzette Sibble)

Summary Explanation/Background:

In April 2017, the City issued a solicitation (RFP No. L-28-17), Development & Implementation of a Citywide Corporate Marketing & Sponsorship Program (the Program). The selection committee selected The Superlative Group, Inc. (Superlative) to serve as the City's partner in exploring this initiative. This agenda item is requesting approval of a one (1) year contract with Superlative to (1) Develop a Marketing Asset Inventory and Valuation report, including an estimate of potential sponsorship financial value for each asset; (2) Develop a proposed comprehensive sponsorship policy for the City Commission's consideration; and (3) Develop a strategic plan for marketing assets, inclusive of a detailed plan to maximize the corporate sponsorship potential for the City. Please refer to the attached memorandum for a detailed discussion.

Origin of request for this action: City Manager's Office

Fiscal impact and source of funding: Not to exceed \$68,000 (General Fund 001-9910-599-3160)