

Meeting Agendas/Info

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

01-409

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

AGENDA:

SYNOPSIS -

AUGUST 6, 2001

Approval of a Request for Proposals (RFP) for consultant services in the area of marketing and revenue development for the Park and Recreation Department.

SUBJECT:

FISCAL IMPACT -

APPROVE REQUEST
FOR PROPOSAL FOR
DES MOINES PARKS
ADVERTISING AND
PUBLIC RELATIONS
SERVICES

The RFP will ask for a base bid plus a sponsorship incentive percentage. The current budget has \$54,596.02 available for this position.

TYPE:

Approval.

RESOLUTION
ORDINANCE
RECEIVE/FILE

BACKGROUND -

SUBMITTED BY:

DONALD TRIPP
PARK AND
RECREATION
DIRECTOR

On February 14, 2000, a Marketing Supervisor and Recreation Program Coordinator began work as a team to become an "in-house ad agency" for the Park and Recreation Department. During the initial year, great things were accomplished in the area of public relations. Significant outcomes include:

- Launching a web page with 150 pages created.
- Media partners for major special events.
- First internal department events calendar.
- Improved quality of collateral materials.
- Increased attendance at special events.
- New logo and marketing message.

The Marketing Supervisor resigned her position on June 1, 2001. This departure created an opportunity to rethink the delivery of marketing activities to support the agency's goals.

Administrative staff has concluded that a City staff position cannot provide the specialized marketing services necessary to achieve agency benchmarks. In particular, strategic planning, advertising management, and revenue development activities are of utmost importance. Staff did not accomplish benchmarks in revenue and strategic planning. Staff believes that an agency can bring skills, experience, and time to accomplish all of these tasks. Success in marketing is largely attributed to relationships in the business and media sectors and the ability to build strategic alliances among partners with mutual goals. Often, an agency has these relationships in place.

Therefore, the Park and Recreation Department is desirous of entering into a pilot partnership with an advertising agency who is qualified, capable, and willing to work with the Department on achieving mutual benchmarks. This agency will enter into a partnership with the Park and Recreation Department for a term to begin August, 2001 and terminate in June, 2003. The agency and the Department will establish benchmarks and evaluate performance based on these benchmarks. It is likely that there will be a financial relationship which shares risks and rewards associated with revenue development activities.

Deliverables to be provided by the consultant include:

- City of Des Moines Account Management staff names and resumes.
- A Strategic Marketing Communication Plan.
- Recommend a new revenue activity to generate a minimum of \$125,000 in gross revenue.
- Sponsorship proposals for the 2002 Program Season to generate a minimum of \$150,000 in new sponsorship revenue.
- Verify insertions, displays, broadcasts, or other means used to such degree as is usually performed by agencies.

The evaluation process will involve a written proposal, ranked accordingly:

- Experience, Qualifications, Expertise - 40 points
- Project Approach and Method - 35 points
- Cost - 25 points

A selection committee will review the proposals and interview the top candidate(s) based on the proposal. The selection committee includes: Chris Page, Business Manager, Park and Recreation Department; Amelia Hamilton-Morris, Chief Communication Officer; Suzette Jensen, Park and Recreation Board Chair; Doug Romig, Services Manager, Park and Recreation Department; Kandi Reindl, City Manager liaison; and Amy McClintock, Marketing Coordinator, Park and Recreation Department.

This request for consultant services has an August 13, 2001 deadline for submission. Interested agencies are expected to have the capacity to deliver such proposals on a timely basis.
