

March 20, 2019

To: City Manager Deanna Santana
Councilwoman Debi Davis, Economic Development, Communications, Marketing
Committee Chair, Councilwoman Kathy Watanabe, Committee Member

From: Mayor Lisa Gillmor, Economic Development, Communications, Marketing
Committee Member

SUBJECT: ECONOMIC DEVELOPMENT, COMMUNICATIONS, MARKETING COMMITTEE
CONSULTANT

As we prepare for 2019, I have reviewed the following purpose of our committee:

The Economic Development, Communications, and Marketing Committee was established by Council action on February 5, 2019, to consolidate the Economic Development Committee and the Marketing Committee. The Committee focuses proactive economic development and effective communication, as well as reviews the City's marketing and branding strategies.

With that in mind, I believe our committee should seek the services of a consultant. While City staff has some of the necessary expertise to assist our committee, no single person has the ability to coordinate the various duties of our committee. Also, I believe it would be more cost-effective to identify a consultant to assist our committee rather than draw personnel from multiple departments to assist us. We all understand that the TID will be engaged in marketing efforts soon. Our work will be different but complementary to their efforts.

I recommend identifying and hiring a consultant who has the following skill sets:

1. Economic Development -- Consultant should have experience with economic development for the public sector (local government) particularly in the area of corporate recruitment and the promotion of local businesses.
2. Communications -- Consultant should have experience with communications for the public sector (local government). Website and newsletter expertise would be a major plus.
3. Marketing -- Consultant should have experience with marketing for the public sector (local government). Advertising and social media expertise would be helpful.

I suggest that we direct City staff to evaluate the most expedient way to identify and hire a consultant either through an RFQ or RFP process. Then return to our committee next month with the plan with a goal of retaining a consultant in the next 90 days.