



City of Lauderhill

City Commission
Chambers at City Hall
5581 W. Oakland Park
Blvd.
Lauderhill, FL, 33313
www.lauderhill-fl.gov

File Details

File Number: 24R-5549

File ID: 24R-5549

Type: Resolution

Status: Agenda Ready

Version: 1

Reference:

In Control: City Commission Meeting

File Created: 02/15/2024

File Name: BRANDING AND MARKETING

Final Action:

Title: RESOLUTION 24R-03-38: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL APPROVING THE RANKING OF QUALIFIED FIRMS PURSUANT TO R.F.P #2023-055 TO PROVIDE BRANDING AND MARKETING SERVICES AS RECOMMENDED BY THE EVALUATION COMMITTEE; AUTHORIZING THE CITY MANAGER TO NEGOTIATE THE TERMS OF THE CONTRACT IN AN AMOUNT NOT TO EXCEED \$95,000.00 TO BE PAID FROM THE APPROPRIATE BUDGET CODE NUMBER(S); PROVIDING FOR AN EFFECTIVE DATE; (REQUESTED BY CITY MANAGER, DESORAE GILES-SMITH).

Notes:

Sponsors:

Enactment Date:

Attachments: RES-24R-03-38-Ranking-Branding & Marketing.pdf, Branding and Marketing ZDW REV 8-23-23, North_Star_Place_Branding_Proposal

Enactment Number:

Contact:

Hearing Date:

* **Drafter:** kwhite@laudershill-fl.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File 24R-5549

RESOLUTION 24R-03-38: A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF LAUDERHILL APPROVING THE RANKING OF QUALIFIED FIRMS PURSUANT TO R.F.P #2023-055 TO PROVIDE BRANDING AND MARKETING SERVICES AS RECOMMENDED BY THE EVALUATION COMMITTEE; AUTHORIZING THE CITY MANAGER TO NEGOTIATE THE TERMS OF THE CONTRACT IN AN AMOUNT NOT TO EXCEED \$95,000.00 TO BE PAID FROM THE APPROPRIATE BUDGET CODE NUMBER(S); PROVIDING FOR AN EFFECTIVE

DATE; (REQUESTED BY CITY MANAGER, DESORAE GILES-SMITH).

Request Action:

A RESOLUTION REQUESTING THE CITY COMMISSION TO RANK RFP 2023-055 BRANDING AND MARKETING SERVICES AND AUTHORIZE THE CITY MANAGER TO NEGOTIATE AN AGREEMENT WITH THE RANKED FIRM IN AN AMOUNT NOT TO EXCEED \$95,000.00.

Need:

The City actively sought out proposals from qualified and interested firms to provide branding and marketing service. The City requires a professional, experienced consultancy to conduct, analysis, and interpretation of research as well as demonstrated extensive experience with creating City brands. The main objective is to identify a clear, strong brand identity that represents the various attributes of the City, with variations for residents and businesses.

Summary Explanation/ Background:

THE CITY ISSUED A SOLICITATION FOR VENDORS TO PROVIDE BRANDING AND MARKETING SERVICE WHICH WE RECEIVED TWELVE RESPONSES. THERE WAS A TWO-STEP EVALUATION PROCESS WITH THE FIRST-STEP BEING THE RANKING USING THE POINT METHODOLOGY AND THE SECOND; THE TOP FOUR WERE INVITED TO PRESENTATIONS. AFTER PRESENTATIONS, THE COMMITTEE'S RANKING ARE AS FOLLOWS:

1. NORTH STAR PLACE BRANDING
2. success LEAPS
3. MEDIUM FOUR
4. INSPIRE (NO SHOW)

Attachments:

1. RFP 2023-055
2. NORTH STAR PLACE BRANDING BACKUP

Cost Summary/ Fiscal Impact:

Estimated Time for Presentation:

Master Plan:

Goal 1: Clean, Green Sustainable Environment

- Increase mass transit ridership
- Reduce City energy consumption
- Reduce water consumption

Goal 2: Safe and Secure City of Lauderhill

- Crime in lower 50% in Broward
- Residents feel safe in neighborhood
- Reduce emergency fatalities

Goal 3: Open Spaces and Active Lifestyle for all ages

- Increase participation in youth sports
- Add new park land and amenities
- Increase attendance at cultural programs and classes

Goal 4: Growing Local Economy, Employment and Quality of Commercial Areas

- Increase commercial tax base
- Increase employment in Lauderhill businesses
- Decrease noxious and blighted uses in commercial areas

Goal 5: Quality Housing at all Price Ranges and Attractive Communities

- Neighborhood signs and active HOAs
- Housing & streets improved, litter reduced
- Increase proportion of single family homes and owner occupied housing

Goal 6: Efficient and Effective City Government, Customer Focused & Values Diversity

- Improves City efficiency
- Increase use of Information Technology
- Increases residents perception of Lauderhill as an excellent place to live