



Memo

To: Mayor and City Council
From: Matthew A. Thomas
CC: Billy Peppers, Ken Patton, Donna Bell
Date: July 25, 2016
Re: Branding and Marketing Strategy

After the required public advertisement and by the proposal deadline date of April 20, 2016, the City received ten (10) proposals for the City Branding and Marketing Strategy to include assisting the City in developing a Branding and Marketing Strategy. The scope of services consists of strategic research and analysis, development of a competitive identity, a brand strategy, a marketing strategy, and a final report and presentation.

The City Branding and Marketing Strategy Steering Committee has reviewed each proposal independently and have met to discuss the advantages and disadvantages of each firm. The table below summarizes the overall average scores among Committee members based on all evaluation criteria.

Firm	Qualifications & Experience Average	Staffing Available Resources Average	Past Performance Average	Cost Max Average	Total Points Average
Atlas Advertising	24	46	10.75	31.77	78.02
Catmedia	17.5	10	9	33.12	69.62
Chandlerthinks	23.5	15.75	12.5	34.25	86
Id8	21	18.75	13.25	31.72	83.47
North Star Destination Strategies	27.75	15.75	13	29.52	85.52
Slant Media	18.25	11.75	11.25	28.83	68.08
Slate Communications	21.5	12	11.25	24.65	70.65
The Partnership	20.25	15.25	10	25.13	70.63
Vistra Communications	17.75	11	8.75	20.98	58.48

Vitalink	18.25	13	7	20.49	58.74
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After conducting interviews with the top three finalists firms, the City Branding and Marketing Strategy Steering Committee recommends award of the City Branding and Marketing Strategy Project to id8 with the verified bid of \$74,500.00.