

Legislation Text

File #: 18-541, **Version:** 2

Presenter/Contact

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SUBJECT:

Approval to ratify a contract modification to The AMMO Group for Marketing of the Community Recreation Center/Das Rec for additional website development and social media efforts for \$23,600.

BACKGROUND / RATIONALE:

The City issued a solicitation for Branding and Marketing of the Community Recreation Center/Das Rec January 2017. The AMMO Group, LLC. was awarded the contract in March of 2017. The initial contract included the development of the marketing plan, the name and logo development and branding standards development. The cost for the initial phase was \$24,000. The second phase of the contract included website development and provide social media postings for multiple pre-opening and grand opening events for \$27,660. City Council approved phases one and two. Additional support was needed for social media efforts including targeted ads, banner advertising, and website development.

Staff is requesting a ratification to modify the contract to support these changes. The cost of these changes is \$23,600. This modification exceeds 25 percent of the contract value and therefore requires City Council approval. Staff recommends ratification to the contract to support these changes to the contract.

ADDRESSES A NEED/ISSUE IN A CITY PLAN OR COUNCIL PRIORITY:

<input checked="" type="checkbox"/>	Yes	City Plan/Council Priority:	Strategic Priorities: 18. Expand recreational, arts and cultural enrichment opportunities
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FISCAL IMPACT:

Funding for the expenditures described above can be absorbed by the FY 2017-18 Parks and Recreation operating budget; therefore, sufficient funds are available.

COMMITTEE RECOMMENDATION:

N/A

STAFF RECOMMENDATION:

Staff recommends approval of an expenditure to The AMMO Group for Marketing of the Community Recreation Center/Das Rec.