



Rafael G. Casals
Town Manager

MEMORANDUM

To: Honorable Members of the Town Council

From: Rafael G. Casals, Town Manager

Date: April 18, 2018

Re: Ratifying Town Manager's Decision to Enter into a Professional Services Agreement with Mad 4 Marketing for Marketing Services for the General Obligation Bond

REQUEST

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF CUTLER BAY, FLORIDA, RATIFYING THE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH MAD 4 MARKETING, INC. FOR PUBLIC OUTREACH SERVICES RELATED TO THE TOWN'S GENERAL OBLIGATION BOND; AND PROVIDING FOR AN EFFECTIVE DATE.

BACKGROUND AND ANALYSIS

On March 21, 2018, the Town of Cutler Bay (the "Town") Council adopted Resolution No. 18-16 calling for a referendum regarding the issuance of General Obligation Bonds by the Town not to exceed \$40,000,000 for the purpose of financing the costs of acquiring and improving property for parks, open space, public facilities, and economic development. Pursuant to the adoption of Resolution No. 18-16, the Town Council held a Workshop on March 29, 2018 and Special Town Council Meeting on April 2, 2018 to discuss the marketing strategy for the General Obligation Bond.

At the April 2, 2018 Special Town Council Meeting, the Town Council authorized the Town Manager to spend funds in an amount not to exceed \$85,000 for marketing and advertising costs associated with the General Obligations Bond Referendum. Section 24-44 of the Town Code states, ". . . contracts for materials, supplies, equipment, improvements or services where the total amount expended is \$25,000.00 or more shall be awarded by the town council after formal competitive bidding."

However, Section 24-66 of the Town Code establishes impracticability as an exemption from the formal competitive bidding requirements by the Town Manager. Section 24-66 of the Town Code defines impracticability as situations where time constraints do not permit the preparation of clearly drawn specifications [...].





A mail-in ballot will be sent to thousands of registered voters within the Town on May 16, 2018 by Miami-Dade County Elections Department and the deadline to submit the ballot is June 5, 2018.

Town Staff was able to obtain two (2) written proposals from marketing firms for the informational outreach of the General Obligations Bond. Based on the review of the two (2) written proposals, Town Staff has selected the firm Mad 4 Marketing, Inc. (the “Consultant”). The Consultant has provided marketing services for the City of Coral Springs, Broward College Foundation and Office of Advancement, South Florida Commuter Services, Greater Fort Lauderdale Chamber of Commerce, and Port Everglades.

The Consultant will lead a nine (9) week campaign and provide the following services as outlined in the proposal (*Attachment “A”*) including the following:

- Consulting, Meetings, Calls
- Writing and sending press releases or editorial responses to appropriate media outlets
- Design and layout of a dedicated landing page
- Account set up, strategy, and development of a social media campaign
- Writing and development of necessary content and messaging, graphic design and layout of collaterals
- Production of flyers, posters, yard signs, banners, and mailers
- Translation of printed collaterals
- Two (2) separate mailings of informational materials to registered voters within the Town
- Voter data sourcing
- Canvassing throughout the Town

RECOMMENDATION

It is recommended that the Town Council adopt the attached Resolution, ratifying the Town Manager’s decision to enter into a Professional Services Agreement, in an amount not to exceed \$59,315.00, with Consultant for informational outreach services regarding the General Obligation Bond informational outreach.

ATTACHMENTS

- Attachment “A” – Mad 4 Marketing, Inc. Proposal

