



Legislation Details (With Text)

**File #:** 15-16902    **Version:** 1    **Name:**  
**Type:** Consent Item    **Status:** Approved  
**File created:** 11/15/2021    **In control:** City Council Business Meeting  
**On agenda:** 12/13/2021    **Final action:** 12/13/2021  
**Title:** Police Recruitment Advertising Services

**Attachments:**

Date	Ver.	Action By	Action	Result
12/13/2021	1	City Council Business Meeting	Approve	Pass

**Police Recruitment Advertising Services**

**Action:**

- A. Approve a contract with Kelso Communications for recruitment advertising services for an initial term of one year, and**
- B. Authorize the City Manager to renew the contract for up to two, one-year terms with possible price adjustments and to amend the contract consistent with the purpose for which the contract was approved.**

**Staff Resource(s):**

Johnny Jennings, Police

**Explanation**

- The Charlotte-Mecklenburg Police Department (CMPD) requires a professional recruitment advertising company to develop and implement a recruitment campaign. The company will manage all campaign services and provide a comprehensive plan to include media buying, creative development, and strategic advisement.
- On June 30, 2021, the City issued a Request for Proposals (RFP); four responses were received.
- Kelso Communication best meets the City’s needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- Annual expenditures are estimated to be \$200,000.

**Charlotte Business INclusion**

Kelso Communications is a City-certified SBE.

Per Charlotte Business INclusion Policy: Part C: Section 2.1(a) The City shall not establish Subcontracting Goals for Contracts where (a) there are no subcontracting opportunities identified for the Contract; or (b) there are no MWBEs or SBEs certified to perform the scopes of work that the City regards as realistic opportunities for subcontracting.

This contract meets the provisions of (a) - No subcontracting opportunities.

**Fiscal Note**

Funding: Police Operating Budget