



Legislation Details (With Text)

File #: 15-15313 **Version:** 1 **Name:**
Type: Consent Item **Status:** Agenda Ready
File created: 2/26/2021 **In control:** City Council Business Meeting
On agenda: 3/22/2021 **Final action:**
Title: #MeetCharlotte Marketing Services

Attachments:

| Date | Ver. | Action By | Action | Result |
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#MeetCharlotte Marketing Services

Action:

- A. Authorize the City Manager to negotiate and execute contracts for brand expansion and marketing services for an initial term of one year with the following companies:**
 - **Mythic,**
 - **APCO Worldwide, and**

- B. Authorize the City Manager to renew the contracts for up to one, one-year term with possible price adjustments and to amend the contracts consistent with the purpose for which the contracts were approved.**

Staff Resource(s):

Tracy Dodson, City Manager’s Office
Frances West, Economic Development
Jason Schneider, Charlotte Communications and Marketing

Explanation

- The CLT Host 2020, LLC (committee) was formed to support the execution of the Republican National Convention.
- On January 25, 2021, City Council accepted a \$1 million grant from the committee to build upon and expand the #MeetCharlotte brand and marketing materials created by the committee, bringing awareness to the city and the Charlotte region.
- The city will partner with the Charlotte Regional Business Alliance and qualified companies to build well-developed and innovative marketing campaigns and strategies to leverage the #MeetCharlotte brand.
- The services will be used to focus efforts in increasing awareness of Charlotte to keep the city and the region competitive for new economic development projects.
- On February 26, 2021, the city issued a Request for Proposals (RFP); 11 responses were received.
- The companies selected best meet the city’s needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- Expenditures are estimated to be \$1 million consistent with grant funding.

Charlotte Business INclusion

These are federally funded contracts and are exempt (Part A: Appendix 1.27 of the Charlotte Business INclusion Policy).

Fiscal Note

Funding: Neighborhood Development Grants Fund