

## Legislation Text

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File #: 15-16902, Version: 1

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### 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