

CITY OF COOS BAY
JOINT CITY COUNCIL / URA WORK SESSION
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
March 28, 2017	

TO: Mayor Benetti and City Councilors

FROM: Sami Pierson, Library Director

THROUGH: Rodger Craddock, City Manager

ISSUE: Recommendation to Award Contract for Library Rebranding, Marketing and Website Request For Proposal

SUMMARY:

A Request for Proposal for Library Rebranding, Marketing Campaign, and Website Design was published in January 2017. The proposals were evaluated, and the Library Board of Trustees will meet this Friday, March 24, 2017 to decide on which submission to recommend for an award of a contract to the City Council. After that meeting, additional information and a recommendation will be submitted for your review and consideration.

ACTION REQUESTED:

At the April 4, 2017 regular City Council meeting, the Library Board of Trustees will recommend a company to complete the Library Rebranding project based on the proposal evaluations.

BACKGROUND:

The Library completed a Strategic Plan in October 2015 that was accepted by the City Council in November 2015. One of the six strategic initiatives is expanded marketing and community relations. The goal is to increase awareness of all demographic groups of the wide variety of resources and services available through the library. Funds were included in the 2016/2017 library budget to help complete this goal. An RFP that included a marketing campaign, rebranding, and development of a new website was published in January 2017. After several inquiries, three companies submitted proposals. Board members and library staff participated in reviewing proposals and interviewing the firms that fulfilled the RFP requirements. The Library Board of Trustees will meet on Friday, March 24, 2017 to recommend a firm to contract for the project.