

BOARD OF ALDERMEN

ITEM NO. D(2)

AGENDA ITEM ABSTRACT

MEETING DATE:

TITLE: Recommendation for selection of a creative agency to assist the Town with a branding and marketing strategy

DEPARTMENT: Economic and Community Development	PUBLIC HEARING: YES or <u>NO</u>
ATTACHMENTS: A. Resolution B. RFQ for Creative Agencies C. Evaluation Matrix D. The Splinter Group RFQ Response	FOR INFORMATION CONTACT: Annette D. Stone, AICP Economic and Community Development Director

PURPOSE:

The purpose of this agenda item is to make a recommendation to the Board of Aldermen for a selection of a creative agency to assist the Town with a branding and marketing strategy.

INFORMATION:

The Board of Aldermen through many of their planning efforts, including the Local Living Economy's Task Force and Creating Carrboro's Economic Future recommendations, have made it a goal for Carrboro to brand and market the Town.

The ESC has gone through an extensive interview process to solicit interest from qualified creative firms and to recommend to the Board of Aldermen the firm that will be able to most effectively draw out Carrboro's unique story and help the Town communicate the story through messaging. The RFQ (Attachment A) was sent out to seven (7) creative firms, which included firms from Carrboro, Pittsboro and Raleigh.

The three firms that responded to the RFQ were New Kind, Splinter and Change Creation. In addition to reviewing the RFQ responses, the ESC interviewed all three firms. The ESC then rated the three firms using the attached matrix (Attachment B). The two firms that rated the highest, and were consequently one point apart in the rating, were invited back to meet with the ESC. Both firms were in the room at the same time having a Q and A session with the ESC. Both firms stated they had never had an interview experience like it before and thought it was good.

The ESC voted to recommend Splinter Group (Attachment C) as the agency to guide Carrboro through its branding and marketing process. The ESC stated the following in their recommendation, "The Splinter Group has the local knowledge and their relationships within the community make them stand out as the best candidate. In addition, The Splinter Group is a highly creative, award winning, small locally-owned Carrboro based business. The Splinter Group's work can be seen in

well know branding campaigns such as Carrboro Coffee Roasters, Cat's Cradle, Tyler's Taproom, Fleet Feet Sports and many more.

If the Board accepts the ESC's recommendation of The Splinter Group, the staff will move forward to negotiate a contract and come back to the Board for approval.

FISCAL AND STAFF IMPACT: The Town has budgeted \$18,000 this fiscal year for a branding campaign. The staff will work with The Splinter Group to negotiate a contract that fits within the Town's current budget and covers as many of the proposed deliverables as possible. It may be necessary to span this project over two fiscal years to complete the entire project. The staff will return to the Board with a proposed contract and any budget recommendations.

RECOMMENDATION: Staff recommends the Board consider the ESC's recommendation and direct staff to move forward with contract negotiations with The Splinter Group.