

ACS MARKETING SERVICES

AGENDA ITEM: 14



June 7, 2018

Presented by: Shannon Sims, Animal Care Services Assistant Director

Background

- A full-service bi-lingual advertising and marketing agency will collaborate with ACS on impactful outreach awareness that encourages responsible pet ownership and humane treatment of pets.
- City issued a Request for Proposals (RFP) for Marketing Services in early FY 2016.
- aMAEzing LLC, was selected for this contract in FY 2016.



Current Scope of Services

- **\$150,000 for Marketing Services which include:**

\$100,000

- Marketing across Digital, TV, Radio, Online and Social Media platforms
- Media Planning and Buying

\$50,000

- Production/Design
- Account Management
- Binding and Printing (3rd party)

- **Two-Year term with option to renew two one-year terms.**



Contract Amendment

- Increase the annual compensation from \$150,000 to \$162,000.
- The ACS Director can amend the agreement up to \$25,000 if additional funds are available.
- Future amendment may not exceed \$25,000 above current amount.



Recommendation

- Staff recommends approval of an Ordinance authorizing a contract amendment with aMAEzing LLC, increasing the total compensation from \$150,000 to \$162,000 and authorize the ACS Director to increase future compensation in an amount not to exceed \$25,000 if additional funding is available.



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