



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Memorandum

File #: 20-00582

Community Redevelopment Agency 10/5/2020

ACTION ITEM

SPONSOR: Jared Moore, Chairperson

SUBJECT:

AWARD OF CONTRACT - RFP NO. 20-061 TO PROVIDE STRATEGIC COMMUNICATIONS AND GRANT WRITING SERVICES

RECOMMENDATION:

That the Community Redevelopment Agency (CRA) award a contract to Ideaworks, Inc. for continuing strategic communications and grant writing services requested through Request for Proposals (RFP) No. 20-061 for an initial term of three (3) years. Further, that the CRA authorize the CRA Chairperson to take all actions necessary to execute the contract.

SUMMARY:

Historically, the Community Redevelopment Agency (CRA) has utilized the services of outside firms to address communications, public information and grant writing needs on a project by project basis. However, without procuring such firms through a formal Request for Proposals (RFP) process, the CRA has been unable to assign a single firm on a long-term basis.

To maximize overall productivity and impact, and to provide for effective, ongoing public education on the CRA's program, it is recommended that the CRA award a contract to a single firm to perform strategic communications and grant writing services. The selected firm will be responsible for illustrating and reporting the CRA's mission, work and achievements in a consistent, engaging, and transparent manner through the use of presentations, reports, graphics and photography, and other various platforms. This approach will also provide a dual-benefit in applying for grants, as the firm gains familiarity with the CRA's program.

To initiate this effort, RFP No. 20-061 was issued in August. The sole respondent to the RFP was Ideaworks, Inc. The contract will be awarded for an initial term of three (3) years with up to two (2) one-year renewal options. Projects under this contract will be authorized on a project by project basis through individual Service Authorizations (SA) detailing scope, fees, and terms for any proposed projects.

PRIOR ACTION:

None.

FUNDING:

N/A

FINANCIAL IMPACT:

Approval of the award of contract to Ideaworks, Inc. has no financial impact. Once the contract is executed, appropriate authorization of the individual work/task orders providing detailed cost information for the specific project will be obtained.

CITY ATTORNEY REVIEW: Yes

9/21/2020

STAFF CONTACT:

Kerrith Fiddler, Deputy City Administrator - Community Development
M. Helen Gibson, AICP, CRA Administrator
Victoria D'Angelo, Asst. CRA Administrator

ATTACHMENTS:

- 1) Tabulation of Respondents - RFP No. 20-061
- 2) Final Vendor Reference List - RFP No. 20-061

PRESENTATION: No