



## AGENDA MEMORANDUM

Future Item for the City Council Meeting of June 12, 2018  
Action Item for the City Council Meeting of June 19, 2018

**DATE:** June 4, 2018  
**TO:** Keith Selman, Interim City Manager  
**FROM:** Kim Womack, Communication Director  
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Renewal of Service Agreement with Sprout Social for an  
Integrated Social Media Platform

### **CAPTION:**

Resolution finding that the renewal of a service agreement with Sprout Social, Inc. for the Communication Department is a sole source procurement; and authorizing a one-year renewal with Sprout Social Inc. of \$15,300.00, for a total renewal amount not to exceed \$30,600.

### **PURPOSE:**

The purpose of this item is to renew a service agreement with Sprout Social Media, Inc., which is an integrated social media solution. This agreement authorizes a one-year renewal of services that will expire February 27, 2019.

### **BACKGROUND AND FINDINGS:**

The City began utilizing this software in February 2015 based on a sole source service provider. Sprout Social offers services in on consolidated product rather than purchasing three separate software packages for records retention, analytics/reporting and multi-channel social media management.

Sprout Social was selected to help brand communication of social channels and provides a single hub for social media publishing, analytics, and engagement across all social profiles.

### **ALTERNATIVES:**

Not authorizing this renewal.

### **OTHER CONSIDERATIONS:**

Not applicable

**CONFORMITY TO CITY POLICY:**

Not applicable

**EMERGENCY / NON-EMERGENCY:**

Not applicable

**DEPARTMENTAL CLEARANCES:**

Legal

Finance - Purchasing

**FINANCIAL IMPACT:**

X Operating

Revenue

Capital

Not applicable

<b>Fiscal Year:</b> <b>2017-2018</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Line Item Budget			
Encumbered / Expended Amount			
This item	\$15,300.00		\$15,300.00
BALANCE			

Fund(s): Professional Services

**Comments:** N/A

**RECOMMENDATION:**

Staff recommends approval of this item.

**LIST OF SUPPORTING DOCUMENTS:**

Resolution

Service Agreement

Sole Source Justification Memo