



AGENDA MEMORANDUM

Action Item for the City Council Meeting June 25, 2024

DATE: June 25, 2024
TO: Peter Zanoni, City Manager
FROM: Logan Cobbs, Director of Communications
LoganC2@cctexas.com
(361) 826-3319

Josh Chronley, Assistant Director of Finance & Procurement
JoshC2@cctexas.com
(361)826-3169

Marketing & Communication Campaign for the City of Corpus Christi

CAPTION:

Motion authorizing execution of a one-year professional services agreement with two one-year options, for citywide communication and education services with Morehead Dotts Rybak, Inc. (aka MDR Advertising) of Corpus Christi, for \$210,000.00 in management fees and \$750,000.00 in media allowance for a total not to exceed \$960,000.00, with a potential amount up to \$2,880,000.00 if options are exercised with FY 2024 funding of \$240,000.00 from various department funds.

SUMMARY:

The City of Corpus Christi's Communication Department seeks to establish a professional services agreement with MDR Advertising, a local marketing firm based in Corpus Christi. These services include consulting, planning, strategy development and implementation of initiatives and programs across the city.

BACKGROUND AND FINDINGS:

The primary objective of this agreement is to secure consultation and professional marketing services that support the City's ongoing efforts to increase public awareness of significant initiatives, enhance outreach and community engagement, and improve the accessibility of information to better inform the City's estimated population of 320,000 residents. Under this collaboration, MDR will work closely with City leadership to align messaging and communication goals with the City's broader strategic objectives.

MDR will address several immediate priorities, including limited in-house programming expertise to include the following:

- Formulating strategies and marketing methodologies to highlight city-wide initiatives and projects.
- Educating and informing residents on critical matters such as Bond 2024, Sales

Tax Reauthorization, FY 2025 Proposed Operating and Capital Budget, Impact Fees, Capital Infrastructure Improvements (including streets and parks), and other City initiatives.

Following an extensive vetting procedure, the decision to engage MDR as the contracted firm was reached through a comprehensive evaluation of local marketing and public relations agencies in the Coastal Bend region and an assessment of their competencies. It was determined that MDR matched the City's needs.

MDR has a reputable history of nearly 50 years of providing strategy consulting and creative campaign assistance to prominent industry stakeholders in the Coastal Bend region. MDR is headquartered in Corpus Christi and has offices in San Antonio, Houston, and McAllen; MDR's current and former clients include the Texas State Aquarium, Rally Community Credit Union, Corpus Christi Regional Transportation Authority, Port of Corpus Christi, Driscoll Children's Hospital, CITGO, and Corpus Christi International Airport.

MDR's expertise in data-driven marketing strategies will ensure that the City's messages are effectively targeted and reach the intended audiences, thereby maximizing the impact of each campaign. Additionally, MDR's robust experience in public and private sector marketing will allow them to tailor their strategies to municipal communications' unique needs and challenges, ensuring that all initiatives resonate well with diverse community members.

MDR will work closely with the City's Communications Department to provide analytical data and key performance indicators to determine the success of outreach campaigns to the community.

PROCUREMENT DETAILS:

In Texas, municipalities are not mandated under Chapter 252.022(a)4 of the Texas Local Government Code to competitively solicit professional services. The Communications Department held a comprehensive but informal interview and evaluation process with several local firms. Staff recommends awarding a professional services contract with MDR Advertising for Marketing and Communication Campaign services.

MDR Advertising of Corpus Christi has been in business since 1974 and has an average partnership of 12 years with their customers.

ALTERNATIVES:

The project could be brought in-house to the Communication Department with an estimated cost of a minimum of \$1,000,000 annually. This option would result in higher media costs and a more extended project completion timeline.

FINANCIAL IMPACT:

X Operating Revenue Capital Not applicable

FUNDING DETAILS:

Fund: 1020 – General Fund
Organization: 12504 – JC Elliott Transfer Station
Department: 31 – Solid Waste
Account: 530000 – Professional Services
Amount: \$29,018

Fund: 1020 – General Fund

Organization: 12910 – Park Operations
Department: 27 – Parks & Recreation
Account: 530000 – Professional Services
Amount: \$29,018

Fund: 4010 – Water Fund
Organization: 30000 – Water Administration
Department: 45 - Water
Account: 530000 – Professional Services
Amount: \$29,018

Fund: 4200 – Wastewater Fund
Organization: 33000 – Wastewater Administration
Department: 46 - Wastewater
Account: 530000 – Professional Services
Amount: \$29,018

Fund: 4130 – Gas Fund
Organization: 34000 – Gas Administration
Department: 11 - Gas
Account: 530000 – Professional Services
Amount: \$29,018

Fund: 1041 – Streets Fund
Organization: 12310 – Traffic Signals
Department: 33 - Streets
Account: 530000 – Professional Services
Amount: \$14,509

Fund: 4300 – Storm Water Fund
Organization: 32000 – Storm Water Administration
Department: 47 – Storm Water
Account: 530000 – Professional Services
Amount: \$14,509

Fund: 4670 – Development Services Fund
Organization: 12201 – Building/Permit Division
Department: 56 – Development Services
Account: 530000 – Professional Services
Amount: \$13,392

Fund: 1020 – General Fund
Organization: 11470 – Public Information
Department: 30 - Communications
Account: 530000 – Professional Services
Amount: \$52,500

TOTAL: \$240,000

RECOMMENDATION:

Staff recommends approval of this motion authorizing the execution of a one-year professional services agreement with two one-year options as presented.

LIST OF SUPPORTING DOCUMENTS:

Professional Service Agreement