



AGENDA MEMORANDUM

Action Item for the City Council Meeting February 23, 2021

DATE: February 23, 2021

TO: Peter Zaroni, City Manager

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Sprout Social Media Management Tool for Communications Department

CAPTION:

Resolution authorizing a five-year service agreement for a renewal with Sprout Social, Inc., in an amount of \$76,500.00, for records retention, analytics/reporting, and multi-channel social media management for the Communications Department, with FY 2021 funding in an amount of \$15,300.00 available through the General Fund.

SUMMARY:

This resolution authorizes a five-year service agreement with Sprout Social, Inc., for a web-based social media management tool for the Communications Department. The management tool is used to assist the City with maintaining active and strategic communication to residents across the City's social media profiles such as Facebook and Twitter from a single web-based hub. Additionally, this management tool allows the Communications Department to analyze key performance measures that are used to improve community outreach across the City's social media profiles.

BACKGROUND AND FINDINGS:

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

This is a sole source procurement. Sprout Social was selected to streamline

communication across City social media profiles. It provides a single web-based hub for social media publishing, analytics, and engagement across all social media profiles. The renewal includes a 63.5% discount.

ALTERNATIVES:

An alternative would be not to have social media web host services for the City of Corpus Christi social media channels.

FISCAL IMPACT:

This fiscal impact for the Communications Department in FY 2021 is an amount of \$15,300.00 for this five-year service agreement. The remaining cost of \$61,200.00 will be budgeted in future years through the annual budget process.

FUNDING DETAIL:

| | | |
|------------------------|--------|----------------------------------|
| Fund: | 1020 | General Fund |
| Organization/Activity: | 11470 | Public Information |
| Mission Element: | 171 | Communication and Shape Positive |
| Project # (CIP Only): | N/A | |
| Account: | 530000 | Professional Services |

RECOMMENDATION:

Staff recommend approval of this resolution authorizing a five-year service agreement with Sprout Social, Inc. as presented.

LIST OF SUPPORTING DOCUMENTS:

Price Sheet
Resolution
Service Agreement