



# City Council Report

**Date:** February 5, 2018  
**To:** City Council  
**Through:** Michael Kennington, Chief Financial Officer  
**From:** Edward Quedens, Business Services Director  
Matt Bauer, Procurement Administrator  
**Subject:** Purchase of Falcon District Branding Signage as requested by the Economic Development Department (**Funded by Local Street Sales Tax**) (**Citywide**)

## Recommendation

Council is requested to approve the award as recommended.

The Economic Development Department and Purchasing recommend authorizing the purchase using the City of Peoria cooperative contract with YESCO Phoenix at \$146,670.49.

## Background / Discussion

In 2014, City Council established the Falcon District Strategic Visioning Commission to develop a strategic economic development plan guiding the City's future development efforts in and around Falcon Field Airport and surrounding non-residential areas in northeast Mesa.

The Falcon Field Economic Activity Area (FFEAA) is one of Mesa's most dynamic, high value and dense zones of employment and economic opportunity. Within 35 square miles, more than 600 businesses employ nearly 22,000 people and generate more than \$2.3 billion in economic impact annually to the City, region and State.

One of the primary goals from the Plan was to build awareness, increase visibility, and aggressively promote FFEAA as an attractive destination for businesses. To accomplish these goals, the Falcon District brand was developed and has been utilized in marketing and business development efforts for the past several months. In April 2017, to reinforce the new brand and provide a sense of arrival, the City of Mesa implemented the first phase of the Falcon District Signage Plan by producing and installing branded blue street signs at 13 major arterials in the Falcon District core business area.

The Falcon District Signage Plan for this fiscal year includes installation of two bright blue, boldly branded monument signs strategically located on Greenfield and Higley Roads, south of the 202 – the northern gateway into Mesa and the Falcon District. Additionally, the City of Mesa will install utility and transit signal box wraps in key locations and will mount colorful, branded banners promoting Aerospace, Technology, and Manufacturing on light poles around the Airport. Plans for next fiscal year include adding monument signs, banners, and wraps to enhance coverage more broadly throughout the Falcon District.

## Purchase Information

Action: Award

Procurement Type: Cooperative Contract Use

Contract Number: 2018137

Contracting Agency/Contract Number: City of Peoria/ACON29214C

Funding Source: The purchase is funded by Local Streets Sales Tax

AWARD RECOMMENDATION
<p>Falcon Field Pylons; Utility and Signal Box Wraps; and Light Pole Banners; per Contract No. 2018137 and Yesco Proposal dated 1/25/2018</p> <p><b>Contract Amount: <u>\$146,670.49</u>*</b></p> <p>*Amount includes: Project Total at <u>\$143,170.49</u> plus estimated Permit Fees not to exceed <u>\$3,500.00</u>.</p>