

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, APPROVING AND AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO ENTER INTO THE FIRST AMENDMENT TO THE INTERGOVERNMENTAL AGREEMENT WITH THE CITY OF TEMPE FOR THE REGIONAL WATER – USE IT WISELY™ MEDIA CAMPAIGN.

WHEREAS, the City of Mesa, since November 2, 1999, has been a party to an agreement for advertising services with Park & Co., Inc., which led to the development of the Water – Use It Wisely™ media campaign (“Campaign”) that the City of Mesa funds and coordinates for the greater Phoenix metropolitan area in partnership with other municipalities, water authorities, utilities, and corporations.

WHEREAS, the City of Mesa determined it would be beneficial to explore other advertising and marketing services and therefore, on December 6, 2018, solicited a Request for Proposals for advertising and marketing services for the Campaign.

WHEREAS, the City of Mesa, after reviewing the proposals, entered into an agreement with Hackett Advertising Public Relations Interactive (“HAPI”) to provide advertising and marketing services for the Campaign beginning on July 1, 2019.

WHEREAS, the City of Tempe and the City of Mesa, on May 23, 2013, entered into an Intergovernmental Agreement (“IGA”) with the City of Mesa whereby the City of Tempe will provide the City of Mesa with funds for the Campaign, and the City of Mesa will act as the lead agency in allocating and administering the payment of such funds.

WHEREAS, the City of Tempe and the City of Mesa receive substantial benefit from partnering in the funding of the Campaign, including reduced costs derived from consolidated billing, increased leverage with electronic and print media providers, improved efficiency, and increased dissemination and effectiveness of the Campaign.

WHEREAS, the City of Tempe and the City of Mesa desire to enter into a First Amendment to the IGA to reflect that HAPI will now be the provider of advertising and marketing services for the Campaign.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESA, MARICOPA COUNTY, ARIZONA, AS FOLLOWS:

Section 1: That the City Manager, Christopher J. Brady, or his designated representative, is approved and authorized to enter into the First Amendment to the Intergovernmental Agreement, and any related amendments, modifications, supplements, renewals, or extensions thereto, related to the regional Water – Use It Wisely™ Campaign between the City of Mesa and the City of Tempe,

and the City Clerk is authorized and directed to attest to the signature of the City Manager or his designated representative thereon.

Section 2: That the various City officers and employees are authorized and directed to perform all other acts necessary to give effect to this Resolution.

PASSED AND ADOPTED by the City Council of the City of Mesa, Maricopa County, Arizona, this 4th day of November, 2019.

APPROVED:

Mayor

ATTEST:

City Clerk