



Legislation Text

File #: 17-0984, **Version:** 1

Three-Year Term Contract for Graphic Design Services for the Mesa Arts Center **(Citywide)**

The Mesa Arts Center is contracting with a firm to manage the design of all marketing collateral and launch the brand effort to expand their reach and awareness in the community. The contracted firm will assist with concept creation for major community events, marketing collateral creation including print ads, brochures, fliers, posters, digital art, mailers, window clings and more.

The evaluation committee recommends awarding the contract to the highest-scored proposal from Hackett Advertising Public Relations Initiative, dba HAPI at \$72,000 annually, based on estimated requirements.