



City Council Report

Date: August 31, 2020
To: City Council
Through: Michael Kennington, Deputy City Manager/Chief Financial Officer
From: Edward Quedens, Business Services Director
Matt Bauer, Procurement Administrator
Subject: One-Year Renewal with a One-Year Renewal Option to the Term Contract for Graphic Design Services for the Arts and Culture Department, Mesa Arts Center **(Citywide)**

Recommendation

Council is requested to approve the contract renewal as recommended.

The Arts and Culture Department and Purchasing recommend authorizing the renewal with Hackett Advertising Public Relations Interactive dba, HAPI, at \$72,000 annually, with an annual increase allowance of up to 5%, or the adjusted Consumer Price Index.

Background / Discussion

HAPI has been contracted with the Mesa Arts Center (MAC) over the past three years for managing the design of all marketing collateral and launching the brand effort to expand MAC's reach and awareness in the community. The vendor has been involved in the concept creation for major community events including print ads, brochures, fliers, posters, digital art, mailers, window clings and more.

HAPI has agreed to renew the contract maintaining last year's pricing. The vendor has fulfilled the contract requirements and has been a strong partner in creating collateral for every department of the Mesa Arts Center including Performing Live, Mesa Contemporary Arts Museum, Engagement, Mesa Arts Center Foundation, Community Events, Arts Studio, Mesa Arts Center Rentals and Special Events, and The Store.

Mesa Arts Center and Purchasing believe there is no reason to go out for a Request for Proposal at this time as the City is satisfied with the vendor's performance. It is in the City's best interest to capitalize on the knowledge gained and renew for an additional term.

Purchase Information

Action: Renewal (1st of 2 possible)
Procurement Type: Request for Proposals
Contract Number: 2017193
Original Council Award Date: 9/18/2017
Initial Contract Term: Three years
Possible Renewals: One-year renewal subject to Administrative review and approval
Funding Source: Arts and Culture Department – Mesa Arts Center operating budget