



## Legislation Text

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**File #:** 22-1162, **Version:** 1

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### Three-Year Term Contract with Two Years of Renewal Options for Graphic Design Services for the Arts & Culture Department **(Citywide)**

The contracted firm will manage the design of all marketing collateral for Mesa Arts Center and support the brand effort to expand its reach and awareness in the community and will also support the creation of marketing materials for the i.d.e.a. Museum and Arizona Museum of Natural History. The firm will assist with concept creation for major community events and marketing collateral creation including print ads, brochures, flyers, posters, digital art, mailers, window clings, and more.

An evaluation committee recommends awarding the contract to the highest scored proposal from Hackett Advertising Public Relations Interactive, dba HAPI, at \$180,000 annually, with an annual increase allowance of up to 5%, or the adjusted Consumer Price Index.