



City of Broken Arrow

Request for Action

File #: 20-442, **Version:** 1

Broken Arrow City Council
Meeting of: 05-05-2020

Title:

Consideration, discussion, and possible approval of a Request for Qualifications to Retain a Consultant, to help prepare the Marketing and Branding of Elm and New Orleans

Background:

The Elm & New Orleans Advisory Committee has been meeting over the last 7 to 8 months, to complete the New Orleans Square Report and present recommendations and action steps, towards the revitalization of this Special Area. Working with the Consultant team and Staff, many important and exciting ideas and proposals have been suggested and proposed.

On March 17, 2020, the City Council, upon the recommendation of the Advisory Committee, named this Special Study Area, as "New Orleans Square".

Among many proposals towards promoting this area and activating the Plan, another proposal has been presented towards developing a Unified Marketing and Branding Plan for New Orleans Square. This proposal is to retain a Consultant, to help prepare the Marketing Plan and keep the momentum going forward.

Enclosed Request for Qualifications (RFQ) draft has been presented to and reviewed by the Advisory Committee and Staff.

Cost: \$35,000.00 (approximately)

Funding Source: 087-1700-419.30-87

Requested By: Larry R. Curtis, Director

Approved By: City Manager Office

Attachments: RFQ Marketing Branding Elm and New Orleans

Recommendation:

On behalf of the Elm & New Orleans Advisory Committee, Staff recommends approval of the proposed Request of Qualifications towards retaining a Consultant for Marketing and Branding for New Orleans Square.