



City of Broken Arrow

Request for Action

File #: 20-1198, **Version:** 1

Broken Arrow Economic Development Authority
Meeting of: 10/06/2020

Title:

Approval of and authorization to execute Amendment No. 2 to Professional Services Agreement with Ghost and Anglin

Background:

The City of Broken Arrow entered into a professional services agreement with Ghost and Anglin on September 3, 2019 for \$34,500 to develop a strategic marketing plan to promote local businesses and shopping local for Fiscal Year 2020. The campaign was launched last fall. Their original proposal for a one-year campaign was \$100,000 and was broken into four stages. The original agreement amount included the first two billable categories.

The agreement was amended in March of 2020 to reflect the additional billable items from the other proposed categories and allowable out of pocket charges for that fiscal year, bringing the year to date total to \$75,756.93. The City and the consultant desire to extend the marketing services agreement for the Shop Local campaign to a second year and relaunch the campaign this fall as we approach the holiday shopping season.

Cost: Not to exceed \$37,000.00

Funding Source: BAEDA Operating Account for Professional Services

Requested By: Jennifer Swezey, Communications & Media Relations Manager

Approved By: City Manager's Office

Attachments: Amendment No. 2 to Professional Services Agreement; 2020-2021 Campaign Plan

Recommendation:

Approve and authorize execution of Amendment No. 2 to the Professional Services Agreement with Ghost and Anglin.