

**EXECUTIVE & FINANCE COMMITTEE MEETING
MONDAY, APRIL 25, 2016
6:30 PM**

Chairman John Monroe called an Executive & Finance Committee Meeting for
MONDAY, APRIL 25, 2016 AT **6:30 PM** in the Euclid Municipal Center Council Chamber.

AGENDA

Res. (034-16) A resolution authorizing the Mayor of the City of Euclid, or her designee, in conjunction with City Council, to seek proposals for a marketing, branding and complete economic development plan for the City of Euclid within the next ninety (90) days. (Sponsored by Councilperson Gorshe)

Comment: A marketing/branding/development plan and RFP for same was discussed during budget hearings.

CATHERINE C. PETERSEN
CLERK OF COUNCIL

COMMITTEE: ALL COUNCIL

Resolution No.

By – Councilperson Gorshe

A resolution authorizing the Mayor of the City of Euclid, or her designee, in conjunction with City Council, to seek proposals for a marketing, branding and complete economic development plan for the City of Euclid within the next ninety (90) days.

WHEREAS, the City of Euclid is in need of a comprehensive marketing, branding and economic development plan that includes both short and long term strategies to improve brand awareness amongst residents, visitors and potential business interests.

WHEREAS, a marketing, branding and economic development plan should showcase the good work that the City of Euclid accomplishes and the benefits provided to existing and potential new residents, visitors and businesses; and

WHEREAS, we need to promote the City's public profile through the development of online and printed material including, but not limited to brochures, visitor guides, business development specific media, website, social media, and any other informational literature to support City programs, events, amenities, commercial interest based; and

WHEREAS, a detailed Request For Proposal (RFP) process will ensure that the City secures the most qualified firm to assist in the marketing, branding and complete economic development plan for the promotion of the City of Euclid; and

WHEREAS, the RFP should include, but not be limited to seeking information from the respondents on the following issues:

- Cost for Service, Firm Experience, Similar consulting/marketing projects
- Implementation process, indicated below
 - 1) New brand image, Logo (if necessary) and Slogan
 - 2) Review and analysis of existing demographic and socioeconomic data, labor force characteristics, sales tax revenue and other key economic data.
 - 3) Preparation of key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion into the strategic plan. This task should include preparation of a market study of the city's retail/commercial and industrial sectors.
 - 4) Identify the community's assets and competitive advantages, with proposed activities and programs to incorporate these assets and advantages into an overall economic development strategy. This task should include a SWOT analysis of the City and surrounding region.
 - 5) Review and analysis of local ordinance, policies, and rules, providing recommendations on making any adjustments to favor economic growth in cooperation with the City Council.
 - 6) Preparation and facilitation of up to three (3) community workshops with business community leaders, the business community in general, and other groups and residents in the city.
 - 7) Attend up to three (3) meetings with City staff and key community members (including assets Shore Cultural Centre, Henn Mansion, etc.) to identify and prioritize economic development goals and objectives and proposed activities and programs.

8) Attendance of at least three (3) meetings and/or workshops with the City Council/Commissioners.

NOW, THEREFORE, be it ordained by the Council of the City of Euclid, State of Ohio:

Section 1: That the Mayor, or her designee, in conjunction with City Council, is hereby authorized to seek proposals for a marketing and branding plan for the City of Euclid within the next ninety (90) days.

Section 2: Advertisements for interest in answering the Request for Proposal will be advertised in local media and in trade publications within Northeast Ohio and will also be posted publicly.

Section 3: Funds to pay for this expenditure are to be derived from the General Fund.

Section 4: That it is found and determined that all formal actions of this Council concerning and relating to the adoption of this resolution were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action, were in meetings open to the public, in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 5: That this resolution shall take immediate effect.

Attest:

Clerk of Council

President of Council

Passed:

Approved:

Mayor