



Legislation Details (With Text)

File #: ID#17-3251 **Version:** 1 **Name:** Approve Sparxoo Contract
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File created: 2/10/2017 **In control:** Community Redevelopment Agency
On agenda: 2/27/2017 **Final action:** 2/27/2017
Title: Approve a contract with Sparxoo (Tampa, FL) in the amount of \$65,000 for digital marketing and website design services, and authorize the appropriate officials to execute same.

Sponsors:

Indexes:

Code sections:

Attachments: 1. Sparxoo_CRA FinalContract_2017.pdf

| Date | Ver. | Action By | Action | Result |
|-----------|------|--------------------------------|--------|--------|
| 2/27/2017 | 1 | Community Redevelopment Agency | | |

SUBJECT/RECOMMENDATION:

Approve a contract with Sparxoo (Tampa, FL) in the amount of \$65,000 for digital marketing and website design services, and authorize the appropriate officials to execute same.

SUMMARY:

The Community Redevelopment Agency is leading the development of a new website www.DowntownClearwater.com that will promote Downtown Clearwater as an attractive place to live, work, explore and invest. A selection committee comprised of Seth Taylor (Community Redevelopment Agency), Linda Rothstein (Library), Joelle Castelli (Public Communications), Nicholas Lawn (Economic Development), and Dan Mayer (Information Technology) reviewed 24 proposals from RFP 54-16; of the 24 proposals, 3 firms were shortlisted and interviewed; and Sparxoo was selected.

The website will be instrumental in promoting and marketing Downtown Clearwater businesses and events; and will serve as a valuable resource for investors to access current and past planning documents, data and reports related to Downtown Clearwater.

The scope of work to be performed by Sparxoo will include: brand identity (creation of a new downtown logo); and website design and development. Staff anticipates a summer 2017 website launch.

APPROPRIATION CODE AND AMOUNT:

Funds are available in cost code 388-94853Downtown Marketing and Branding, to fund this contract.