

Kenai Peninsula Borough

Purchasing & Contracting

MEMORANDUM

TO: Peter A. Micciche, Borough Mayor

THRU: John Hedges, Purchasing & Contracting Director *JH*

FROM: Dana Cannava, Special Projects and Constituent Relations *DC*

DATE: July 11, 2025

RE: Authorization to Award a Contract for RFP25-027 Municipal Government Services & Tourism / Economic Development Public Relations Campaign

On January 3, 2024, the Kenai Peninsula Borough Purchasing & Contracting Department formally solicited proposals for RFP RFP25-027 Municipal Government Services & Tourism / Economic Development Public Relations Campaign. The request for proposals was advertised on Bid Express from June 2 – 19, 2025.

The project consists of promoting public relations and communications with residents, businesses, employees and visitors.

On the due date of June 19, 2025, four (4) proposals were received and reviewed by a review committee as follows:

<u>FIRMS</u>	<u>LOCATION</u>	<u>TOTAL SCORE</u>
Thompson & Co	Anchorage, Alaska	254
Agnew::Beck Consulting	Anchorage, Alaska	252
Brilliant Media Strategies Alaska, Inc.	Anchorage, Alaska	186
Stegmeier, LLC	Lorain, Ohio	96

The highest-ranking proposal, which includes a cost factor, was submitted by Thompson & Co with a lump sum cost proposal of \$113,220. The proposal review committee recommends award of a contract to Thompson & Co, Anchorage, Alaska. Your approval for this award is hereby requested.

Funding of this contract will be charged to account number 100-94900-43016-43011 and 100-94900-43018-43011.

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Peter A. Micciche, Borough Mayor

7/15/2025

Date

NOTES: NA

FINANCE DEPARTMENT FUNDS VERIFIED	
Acct. No.	<u>100-94900-43016-43011 – \$56,610.00</u>
Acct. No.	<u>100-94900-43018-43011 – \$56,610.00</u>
By: <i>CJ BH</i>	Date: <u>7/15/2025</u>