

Kenai Peninsula Borough

IT Department

MEMORANDUM

TO: Peter Ribbens, Assembly President
Members, KPB Assembly

THRU: Peter A. Micciche, Mayor *PM*
John Hedges, Purchasing & Contracting Director *JH*

FROM: Ben Hanson, IT Director *BH*

DATE: July 24, 2025

RE: Resolution 2025-032, Authorizing a Standardization Policy for KPB-Owned Webpage Content Update Services (Mayor)

KPB Code allows for direct procurement pursuant to standardization policy approved by the Assembly. In 2024, through RFP24-010 KPB selected Gere Tactical, Inc. (Gere Tactical) as the most qualified and responsive proposer to overhaul multiple KPB web platforms, including KPB's primary website (www.kpb.us). After successfully completing the project, KPB IT determined that efficient, centralized management of content was essential to maintaining consistency, security and stability of KPB's website.

During the 2024 overhaul, Gere Tactical had a direct hand in configuring the website, establishing new navigational hierarchies and creating content to support KPB's communication direction. As a result of Gere Tactical's execution of this overhaul, they are in a unique position to provide ongoing content updates for the Kenai Peninsula Borough. By capitalizing on this successful collaboration, KPB will avoid the cost of training and onboarding a new contractor every year, and can instead focus on improving communication with the public.

KPB seeks to contract with Gere Tactical for a 1-year term, not to exceed \$40,000, renewable for 3 years. This resolution will approve a standardization policy to utilize Gere Tactical Inc web content update services. Unless extended by the Assembly, the policy will expire on July 1, 2028.

Your consideration is appreciated.