


Kenai Peninsula Borough

Community & Fiscal Projects

MEMORANDUM

TO: Charlie Pierce, Mayor

THRU: Borough Internal Public Relations Team Members

FROM: Brenda Ahlberg, Community & Fiscal Projects Manager 

DATE: June 01, 2021

RE: Public Relations Update – "Know Your Borough" Campaign

The borough sought quotes to complete the "Know Your Borough" campaign (formally titled "Did You Know"). Three firms were interested; however, one bid proposal was received from the public relations firm Agnew::Beck in the amount of \$29,000. Members of the internal public relations team reviewed the proposal with no additional comments.

The administration approved entering into short-form contract with Agnew::Beck to promote the Borough, a municipal government organization, and the unique aspects of services provided through general government and its authorized service areas. Authorization for the funding is by way of Ordinance 2020-19 and Resolution 2021-003.

Agnew::Beck will create social media posts, imagery or videos to highlight borough services by topic. The platforms are Facebook, Twitter, LinkedIn and GovDelivery accounts with the intend that the informational posts will be reusable whenever possible.