

Kenai Peninsula Borough
Purchasing & Contracting

MEMORANDUM

TO: James Baisden, Chief of Staff *gcb*
THRU: John D. Hedges, Purchasing & Contracting Director *JDH*
FROM: Brenda Ahlberg, Community and Fiscal Projects Manager *BA*
DATE: October 24, 2019
RE: Authorization to Award a Contract for RFP20-003 KPB Communication Strategy & Implementation Plan

On August 20, 2019 the Kenai Peninsula Borough Mayor's Office formally solicited proposals for RFP20-003 KPB Communication Strategy & Implementation Plan. The request for proposals was advertised in the Peninsula Clarion and the Anchorage Daily News on August 20, 2019.

The project consists of developing a comprehensive communication strategy and implementation plan that brands the Borough identity in three distinct areas: (1) the public services provided by the Borough as a municipal government to the citizens, (2) the promotion of economic development that highlights diverse opportunities for young families, telecommuters and industry, and (3) that capitalizes on existing tourism and marketing efforts from third party contributors.

On the due date of September 30, 2019, two (2) proposals were received and reviewed by a review committee as follows:

<u>FIRMS</u>	<u>TOTAL SCORE</u>
Agnew Beck Consulting, Inc.	442
Divining Point	260

Funding of this contract will be charged to account number 100.94900.00000.43011.

Charlie Pierce
Charlie Pierce, Mayor

10-24-2019
Date

FINANCE DEPARTMENT FUNDS VERIFIED	
Acct. No.	<u>100.94900.00000.43011</u>
Amount	<u>\$45,870.00</u>
By: <i>PP</i>	Date: <u>10/23/19</u>