



STAFF REPORT

DATE: 11/06/2024
TO: Honorable Mayor and City Council Members
FROM: Communications Division

2024-112

REQUEST FOR CITY COUNCIL ACTION

SUBJECT:

CREATIVE SERVICES, MEDIA PRODUCTION, AND MARKETING SERVICES AGREEMENT WITH KONSUS, INC (SUPERSIDE) IN THE AMOUNT OF \$140,004

EXECUTIVE SUMMARY:

This staff report asks City Council to award a Professional Services Agreement with Konsus, Inc. (Superside) in the amount of \$140,004 for Creative Services, Media Production, and Marketing Services.

RECOMMENDED ACTION:

That the City Council:

- a. Award Request for Proposal 24-026SB to Konsus, Inc. to perform Creative Services, Media Production, and Marketing Services.
- b. Approve the Master Service Agreement with Konsus, Inc. in the amount of \$140,004 to perform Creative Services, Media Production, and Marketing Services.
- c. Authorize the City Manager, or his designee, to execute the Master Services Agreement with Konsus, Inc. for a total contact amount of \$140,004 for the contract term beginning December 1, 2024.

- d. Authorize the City Manager, or his designee, to negotiate and execute non-substantive extensions, change orders and amendments up to \$14,000 or 10% of the original contract amount.
- e. Authorize the City Manager, or his designee, to issue a purchase order with Konsus, Inc. in the amount of \$140,004 for Creative Services, Media Production, and Marketing Services.

BACKGROUND & HISTORY:

The Communications Division plays a vital role in the City's mission by sharing stories that enhance a family-friendly sense of place, engaging and listening to our residents on priority initiatives, providing majority-representative feedback to the City Council and Staff to make better decisions, and bolstering a positive work culture. The team is responsible for managing the City's Strategic Communications Plan, brand identity, websites, community engagement & surveying, marketing & advertising, e-Commerce, email & SMS Messaging, social media, press relations, live broadcasting, and creative services which include full in-house creative direction, writing, design, photography, animation, and video production. Due to the large number of requests for design and content creation, the communications team evaluated the effectiveness and efficiency of using an external firm to provide support in helping meet the demand.

ANALYSIS:

On September 28, 2023, the Purchasing Division issued a Request for Proposal (RFP 24-026SB) following the Municipal Code (CMC) [Section 3.08.110](#). The Communications Division received eight (8) proposals for creative services, media production and marketing services.

Proposals were evaluated on five criteria as outlined in the RFP. The criteria were completeness of response, work plan/work organization, qualifications of company and personnel, approach to safety measures, and reasonableness of cost and price.

Staff received the following proposals:

Name of Consultant	Evaluation Rank
Konsus, Inc. (Superside)	1
Pastilla, Inc.	2
We The Creative	3
JPW Communications	4
Public Advertising Agency, Inc.	5
Redbear Films, Inc.	6
Community Connections, LLC	7 (tied)
Sales Step by Step, LLC	7 (tied)

Following a thorough analysis of the proposal evaluation, the Konsus, Inc. team demonstrated the necessary skills, experience, and staffing to successfully execute the project's scope of work. Their proposal offers 129 monthly hours dedicated to creative services, all at a competitive rate given the level of expertise provided.

The agreement covers comprehensive campaign development, digital marketing, creative services, and more. These services will significantly enhance the capacity of the Communications team in elevating Corona's brand and effectively telling the City's story.

Staff recommends that the City Council approve the agreement for Creative Services, Media Production, and Marketing Services with Konsus, Inc. in the amount of \$140,004.

FINANCIAL IMPACT:

Funding for the recommended action is available in the Fiscal Year 2025 Communications Division Operating Budget within the Measure X Fund 120. Future funding requests will be recommended through the annual budget process.

ENVIRONMENTAL ANALYSIS:

This action is exempt pursuant to Section 15061(b)(3) of the Guidelines for the California Environmental Quality Act (CEQA), which states that a project is exempt from CEQA if the activity is covered by the common sense exemption that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. This action is a Professional Services Agreement for Creative Services, Media Production, and Marketing Services, and there is no possibility that adopting this resolution will have a significant effect on the environment. Therefore, no environmental analysis is required.

PREPARED BY: CINDY SOLIS, PUBLIC INFORMATION OFFICER

REVIEWED BY: SHAUGHN HULL, CHIEF COMMUNICATIONS OFFICER

ATTACHMENTS:

1. Exhibit 1 – Konsus, Inc. PSA