

RESOLUTION NO. 2003-04-009R

RESOLUTION RECOMMENDING USE OF LOCAL BUSINESSES FOR PHASE III
OF THE CHAMPAIGN COUNTY ECONOMIC DEVELOPMENT CORPORATION
MARKETING PROGRAM

Whereas, the Champaign County Economic Development Corporation (EDC) has contracted with the firm of Axelrod and Steele, Inc. (Steele) of Chicago for the purposes of providing marketing services, including background survey research, preparation of a three-year strategic plan, and development of a logo and tagline, comprising the first two phases of a three-phase marketing program, the components of which have now been completed at a total cost of approximately \$80,000; and,

Whereas, in Phase III of its Marketing Program, the Champaign County Economic Development Corporation (EDC) plans to contract for design and production of additional marketing materials from Steele, including corporate identification materials (including creation but not printing of letterhead, business cards, envelopes, mailing label, pocket folder, and case study template), branding stickers and belly bands for packaging of corporate identification materials, a 24- to 32-page Community Profile document, a four-page Quality of Life brochure, web site design, postcard and e-mail communications, and a media relations package; and,

Whereas, the EDC staff and Marketing Committee have recommended acceptance of proposals from Steele totaling over \$112,000 for Phase III work, including \$10,940 for Corporate ID materials (letterhead, business cards etc.), \$1,680 for branding

stickers/belly bands, \$29,946 for website design, \$17,272 for a Community Profile, \$20,728 for a Quality of Life brochure, \$4,848 for postcards/e-mail communications, and \$30,482 for media relations activities; and,

Whereas, Champaign County contains a variety of local firms who have considerable expertise in the areas of design, website development, and media relations; and,

Whereas, among the goals of the EDC and the City of Urbana is the promotion of local businesses; and,

Whereas, local design firms have provided estimates for elements of Phase III work which would provide considerable savings in addition to keeping the contracts here in Champaign County. Estimates from local firms for Corporate ID materials range from \$300 to \$975, an estimate for the Quality of Life brochure is \$1500 and an estimate for the Community Profile is \$2300; and,

Whereas, the Steele proposal for the Phase III components are vague and lacking in performance standards; and,

Whereas, the EDC Executive Committee is scheduled to consider the proposals from Steele at its April 28, 2003 meeting,

NOW, THEREFORE, BE IT RESOLVED BY THE URBANA CITY COUNCIL OF THE CITY OF URBANA, ILLINOIS that the following be recommended to the EDC:

1. The EDC not enter into contracts for the Phase III work proposed by Steele,
2. The EDC put out a request for proposals (RFP) for the Phase III work, and,
3. Local firms are specifically invited to respond to the Phase III RFP.

PASSED by the City Council this _____ day of _____, 2003.

Phyllis D. Clark, City Clerk

APPROVED by the Mayor this _____ day of _____, 2003

Tod Satterthwaite, Mayor