



Legislation Details (With Text)

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Extension of Contract for Marketing Services (NB)

As an enterprise of the City, GRU promotes programs, products and services that "help us meet our mission of delivering superior value to our customers and community by capitalizing on our unique opportunities as a multi-service utility." GRU has contracted with The Zimmerman Agency for the past three years to provide assistance in marketing and communications. This has allowed the utility to maximize its budget and garner a cohesive promotional and communications effort for the utility.

According to research conducted by RKS Research on behalf of GRU, customer recall of conservation related messages has grown from about 8% in 2002 to nearly 36% in 2004; GRUgreen Energy's participation rate is double that of Florida Power and Light and customers support renewable energy at higher monthly contribution amounts than the national average. GRUCom continues to grow and add new customers and promotional efforts for Gator.Net/GRU.Net alone helped attract over \$234,000 in new revenue in FY 2004.

In 2002, a Request for Proposal (RFP) was issued to forty-two firms. Sixteen responses were received and those proposals were evaluated in accordance with the criteria established in the RFP. The Zimmerman Agency was the highest rated firm. The initial term of the contract was for a period of three years with a provision for two, twelve-month extensions by mutual agreement. Staff is recommending two, twelve-month extensions to continue our efforts to date and build upon the work that has already been accomplished. It is our request to utilize those two, twelve-month extensions to continue communication and promotional efforts.

The City Commission authorize the General Manager, or his designee, to negotiate and execute an amendment extending the term of the contract with The Zimmerman Agency to provide marketing services through April 2007, subject to the approval of the City Attorney as to form and legality and the appropriation of funds for FY 2006 and FY 2007.

Funds for these services are available in the Utilities Marketing and Corporate Communications FY 2005 O&M budget and will be requested in subsequent years of the contract.

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