

AGREEMENT RESOLUTION #32 OF 2022

AUTHORIZING AN AGREEMENT FOR MARKETING SERVICES FOR THE HISTORIC AND CULTURAL SITES COMMISSION AND EQUAL RIGHTS HERITAGE CENTER FUNDED BY THE NEW YORK STATE EMPIRE STATE DEVELOPMENT'S MARKET NY GRANT PROGRAM

By Councilor Giannettino

March 17, 2022

WHEREAS, on March 16, 2021, the City of Auburn issued a Request for Proposals (RFP) seeking a marketing firm capable of leading and executing marketing services for the Historic & Cultural Sites Commission and the NYS Equal Rights Heritage Center; and,

WHEREAS, a total of five responses were received from the RFP and a review committee of seven individuals made up of City staff, staff from the Auburn BID and members of the City's Historic and Cultural Sites Commission conducted a competitive review of all responses received; and,

WHEREAS, following the review, the review committee recommended to the City Council to retain the services of TGW Studio of 210 South Avenue, Suite 130, Rochester, NY; and,

WHEREAS, in December 2021, the City received notice that it had been awarded a \$300,000 grant from the New York State Empire State Development's Market NY Grant Program to provide events and marketing services totaling \$400,000 for the Historic and Cultural Sites Commission and NYS Equal Rights Heritage Center; and,

WHEREAS, following a successful execution of the previous Market NY funded program, the Historic and Cultural Sites Commission would like to continue with the selected firm and retain the services of TGW Studio at an amount not to exceed \$365,000.00.

NOW, THEREFORE, BE IT RESOLVED that:

1. The City Council does hereby authorize an agreement for marketing services for the Historic & Cultural Sites Commission and the NYS Equal Rights Heritage Center with TGW Studio of 210 South Avenue, Suite 130, Rochester, New York, for a period of time commencing immediately and ending no later than December 31, 2023, in an amount not to exceed \$365,000, to be charged to the designated account entitled ARPA Projects (Market NY) (#HA8760-440HSC); and
2. The Mayor is authorized to sign all documents required to execute services for this project.

