



# Board of County Commissioners Agenda Request

## 3B

Agenda Item #

**Requested Meeting Date:** April 26, 2022

**Title of Item:** Award Communications Consultant

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> INFORMATION ONLY	<b>Action Requested:</b> <input type="checkbox"/> Approve/Deny Motion <input checked="" type="checkbox"/> Adopt Resolution (attach draft) <i>*provide copy of hearing notice that was published</i>	<input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing*
<b>Submitted by:</b> Mark Jeffers		<b>Department:</b> Administration
<b>Presenter (Name and Title):</b> Mark Jeffers, Economic Development Coordinator		<b>Estimated Time Needed:</b> 10 minutes
<b>Summary of Issue:</b> <p>Economic Development staff, with collaboration and approval by the Aitkin County Economic Development Committee (ACEDC) requested proposals for the purpose of selecting a qualified firm to serve as communications consultant for the Economic Development Tourism and Recreation marketing plan.</p> <p>The purpose of the Economic Development Tourism and Recreation marketing plan is to develop a County marketing strategy to attract workforce, businesses and highlight the quality of life resources of the County.</p> <p>The scope of this project is to produce an Economic Development Tourism and Recreation Marketing Plan that will establish and execute the County and partner organizations' vision and promote the County's resources of recreation, tourism and quality of life.</p> <p>Four proposals were submitted. Companies submitting bids were Strateligent, Small Small Business, the Golden Shovel Agency and Global Investment Attraction Group.</p> <p>The ACEDC reviewed and interviewed candidates and recommend awarding Strateligent the bid for communications consulting.</p>		
<b>Alternatives, Options, Effects on Others/Comments:</b>  		
<b>Recommended Action/Motion:</b> Approve resolution to award Strateligent as the communications consultant for the Economic Development Tourism and Recreation marketing plan.		
<b>Financial Impact:</b> Is there a cost associated with this request? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No What is the total cost, with tax and shipping? \$ Is this budgeted? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <i>Please Explain:</i> ARPA funding has been requested for this project.		

Legally binding agreements must have County Attorney approval prior to submission.

By Commissioner: xx

20220426-xxx

**Award Communications Consultant**

**WHEREAS**, Aitkin County requested proposals for the purpose of selecting a qualified firm to serve as communications consultant for the Economic Development Tourism and Recreation marketing plan.  
AND

**WHEREAS**, four proposals were submitted. Companies submitting bids were Strateligent, Small Small Business, the Golden Shovel Agency and Global Investment Attraction Group. AND

**WHEREAS**, The Aitkin County Economic Development Committee (ACEDC) reviewed and interviewed candidates and recommend awarding Strateligent the bid for communications consulting.

**NOW, THEREFORE, BE IT RESOLVED**, that Aitkin County awards Strateligent to be the communications consultant for the Economic Development Tourism and Recreation marketing plan at a cost no higher than \$45,000.

**BE IT FURTHER RESOLVED**, the County certifies authorization to Mark Jeffers, Economic Development Coordinator, to facilitate this project.

Commissioner xx moved the adoption of the resolution and it was declared adopted upon the following vote

FIVE MEMBERS PRESENT

All Members Voting Yes

STATE OF MINNESOTA}  
COUNTY OF AITKIN}

I, Jessica Seibert, County Administrator, Aitkin County, Minnesota do hereby certify that I have compared the foregoing with the original resolution filed in the Administration Office of Aitkin County in Aitkin, Minnesota as stated in the minutes of the proceedings of said Board on the 26<sup>th</sup> day of April 2022, and that the same is a true and correct copy of the whole thereof.

Witness my hand and seal this 26<sup>th</sup> day of April 2022

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Jessica Seibert  
County Administrator