



Cover Memorandum/Staff Report

File #: 18-0414 CRA

Agenda Date: 8/13/2019

Item #: 8B.

TO: CRA Board of Commissioners
FROM: Ivan Cabrera, Project Manager
THROUGH: Renée A. Jadusingh, Esq., Executive Director
DATE: August 13, 2019

INDEPENDENT CONTRACTOR AGREEMENT - THE ATLANTIC CURRENT MEDIA, LLC -
MARKETING/COMMUNICATION SERVICES

Recommended Action:

Approve the attached Independent Contractor Agreement with The Atlantic Current Media, LLC for the marketing/communication services associated with the CRA marketing/communications efforts at a cost not to exceed \$24,000, in substantially the attached form.

Background:

The CRA requested quotes from qualified individuals and firms to provide consulting marketing/communication services to assist the CRA to increase awareness of the CRA and inform the public about current and upcoming projects, programs, and initiatives.

Attached is the Independent Contractor Agreement between the CRA and The Atlantic Current Media, LLC., the selected consultant, which describes the Scope of Services from social media management and content creation. The services will include:

- Photography - Photoshoots for social media and marketing content
- Copywriting - Social media creation
- Posting Management - Scheduling of content and posting in real time
- Page Optimization - Update social media accounts
- Blog Distribution - Sharing links and promoting CRA blogs
- Consultant on Social Media Strategy

The cost for the services is a not to exceed cost of \$24,000. The term of the Agreement is for one (1) year.

Attachment(s): Exhibit A - Bid Summary Sheet; Exhibit B - Independent Contractor Agreement

CRA Attorney Review:

The CRA Attorney has reviewed the Agreement as to form and determined it to be acceptable.

Finance Review:

N/A

Funding Source/Financial Impact:

Funding is available in the amount of \$75,000 - GL# 7425 - Economic Development Outreach/Communications