

Resolution # 28-21, Authorizes Town Manager to enter into a contract with - Marketing Consultant

WHEREAS, the Town of Colonial Beach advertised RFP # 001-21 MC on June 20, 2021 in the Free Lance-Star and eVa on June 21, 2021; and

WHEREAS, on June 30, 2021, RFP # 001-21 MC closed at 1:00 PM having received seventeen (17) proposals; and

WHEREAS, based on the requirements in the RFP, staff eliminated twelve (12) of the proposals that did not meet the qualifications; and

WHEREAS, the five (5) proposals that remained presented staff their proposals through zoom and were rated based on the established rating criteria; and

WHEREAS, the proposals were rated on a scale relating to the content included in the submission such as their vision of promoting Colonial Beach, successful similar campaigns and performance work statement that consisted of 5 components; and

WHEREAS, staff request council approval to move forward with a contract agreement with the highest rated responsive bid company, not to exceed \$60,00 as outlined in the RFP

NOW, THEREFORE, BE IT RESOLVED by the Colonial Beach Town Council on the 21st day of July, 2021, the Town Council hereby authorizes the Town Manager to proceed to enter into a contract agreement with the highest rated responsive bidder.

Upon motion made by Ms. Roberson and seconded by Mr. Allison, Resolution #28-21, as written, passed with a unanimous vote of council members present.

	<u>Aye</u>	<u>Nay</u>		<u>Aye</u>	<u>Nay</u>
<i>Schick</i>	X		<i>Moncure</i>	X	
<i>Cabrey</i>	X		<i>Roberson</i>	X	
<i>Duggna</i>	X		<i>Self Sullivan</i>	X	
<i>Allison</i>	X				

THIS IS TO CERTIFY THIS IS A TRUE COPY OF AN ORIGINAL RESOLUTION, adopted by the Town Council at a Meeting of Council held Wednesday, July 21, 2021 at the Colonial Beach Town Center, with a quorum of Council being present.

Heather Oliver, Town Clerk