



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager
DATE: February 27, 2017

SUBJECT: Approve agreement with 3i Advertising LLC for graphic design and creative services for NRH₂O Family Water Park in an amount not to exceed \$63,000.

PRESENTER: Frank Perez, NRH₂O Aquatic Park Manager

SUMMARY:

Council approval is sought for NRH₂O Family Water Park's graphic design and creative services expenditures for FY2017.

GENERAL DESCRIPTION:

NRH₂O Family Water Park, as a themed water park, advertises its services to the general public. To accomplish this, various advertisements, campaigns and media are created to be used for, but not limited to, radio, television, print and digital advertising. To ensure the park wisely invests its resources, a professional agency is used to develop and assist with graphic design and creative services.

Staff requested and received proposals for graphic design and creative services for NRH₂O Family Water Park on January 5, 2017. Ten agencies responded and a committee including staff from NRH₂O, Purchasing, Communications and Parks & Recreation was formed to review the responses. The top 4 agencies were chosen to present to the committee. After seeing the presentations, the committee selected 3i Advertising LLC. based on their presentation and qualifications, as well as their vast experience and with water park marketing and creative services.

3i Advertising LLC is a very experienced agency that has done numerous successful campaigns with water parks such as Roaring Springs Water Park in Meridian, Idaho and Wild River Country Water Park in North Little Rock, Arkansas. Located in Palm Beach Gardens, Florida, their water park knowledge and experience developed over 20+ years in the industry will be beneficial to NRH₂O's success.

Because the expenditure exceeds \$50,000, City Council approval is required. Staff is requesting authorization for an expenditure not exceeding \$63,000. While NRH₂O Family Water Park is owned and operated by the city, it is not funded by city taxes. It is an enterprise fund that is fully supported by the revenues the park generates.

RECOMMENDATION:

Approve agreement with 3i Advertising LLC for graphic design and creative services for NRH₂O Family Water Park in an amount not to exceed \$63,000.