City of Las Vegas

Agenda Item No.: **4.**

AGENDA SUMMARY PAGE

REDEVELOPMENT AGENCY MEETING OF: MAY 21, 2014

DEPARTMENT: ECONOMIC AND URBAN DEVELOPMENT
DIRECTOR: WILLIAM ARENT

SUBJECT:
Discussion for possible action regarding a Professional Consulting Agreement between the City of Las Vegas Redevelopment Agency and FFM LLC, DBA Faiss Foley Warren, for economic development marketing initiatives promoting Las Vegas ($150,000 - RDA Special Revenue Fund) - All Wards

Fiscal Impact

☐ **No Impact** ☐ **Augmentation Required**

☐ **Budget Funds Available**

Amount: $150,000
Funding Source: RDA Special Revenue Fund
Dept./Division: Economic and Urban Dev./RDA

PURPOSE/BACKGROUND:
The contract with Faiss Foley Warren to provide marketing and public relations services promoting downtown Las Vegas expires in June of 2014. Six out of seven of their assigned goals were exceeded by large margins, which included generating $4.61 million in media coverage; obtaining publicity for 132 Las Vegas businesses; realizing almost $390,000 in free, added-value contributions and achieving an ROI of 1:16. EUD/RDA would like to retain this company in FY 2015 with a promotional contract for work to include managing/maintaining a new portal website to promote working, living and playing within our city; continued production of monthly email newsletters distributed to 13,000; and creating business testimonial videos for use on websites, social media and at trade shows.

RECOMMENDATION:
Approval

BACKUP DOCUMENTATION:
1. Professional Consulting Agreement
2. Certificate Disclosure of Ownership/Principals
3. Downtown Marketing Initiative FY 2013-2014 Analysis of Goals
4. Submitted at Meeting PowerPoint Presentation by Staff

Motion made by STAVROS S. ANTHONY to Approve

Passed For: 6; Against: 1; Abstain: 0; Did Not Vote: 0; Excused: 0
BOB COFFIN, RICKI Y. BARLOW, CAROLYN G. GOODMAN, STAVROS S. ANTHONY, STEVEN D. ROSS, BOB BEERS; (Against-LOIS TARKANIAN); (Abstain-None); (Did Not Vote-None); (Excused-None)

NOTE: A previous motion by COFFIN to Strike failed with ANTHONY, BARLOW, ROSS and BEERS voting No.

Minutes:
BILL ARENT, Director of Economic and Urban Development, used the PowerPoint submitted for the record to outline the Citys Economic Development Marketing Initiative for July 2014-June 2015.

The current contract expires in June 2014, and six of the seven goals have been met and/or exceeded performance criteria. The Redevelopment Agency (RDA) is becoming more involved in recruiting and expanding businesses through business testimonials and the new website, www.lvdowntown.com.

Referring the aforementioned PowerPoint, MR. ARENT, along with MELISSA WARREN and NANCY HIGGINS, Managing Partners of FFM LLC, briefly outlined some details of the proposed contract, which would be for one year. There is a partnership with some of the local hotels and businesses, and three focal points of the proposed contract entail a monthly e-newsletter, business testimonial videos and website management. FFM LLCs business model is one that does not charge overages on the retainer fee, which is not the norm.

CHAIR GOODMAN wondered if the lecture series was a failure and if personnel costs will be utilized. Since the funds would not be seen for approximately one year and depending on cutbacks, CHAIR GOODMAN also questioned if the impact would be too great given the recent recession. She anticipated that once the meeting with the Downtown Business Alliance takes place, this group would assist in those costs even more. MS. WARREN explained to the Committee that their group was under contract with the Steering Committee through February 2014 and are now in a hiatus and unsure of the exact costs. The Steering Committee will be voluntary membership, and it is unclear what the costs will be. Cutting some of the costs prior to being fully serviced may be premature.

CHAIR GOODMAN complimented the downtown campaign group on doing a good job and believed the private sector should absorb the costs.

MR. ARENT informed the Committee that this year has been a transitional year for the Downtown Business Alliance as well as the City. The City has expanded its offerings and had to establish priorities, which resulted in having the monthly e-newsletter, website management and business testimonial videos as the top priorities. It is a reduced scope but also a change in tactics yet the results will still be tremendous. Staff is comfortable with the allocations and believes some of the work can be shifted to the Office of Communications.

MEMBER ROSS opinion was that the progression made has already been paramount to the citys economy. Because of the transition that would occur, he felt more comfortable with having the organization on board now and involved. There is a lot of momentum at this time relative to new

business, and there will be an opportunity to change tactics if necessary.
From a public relations perspective, MEMBER COFFIN believed it was essential to have neutral eyes from the outside to present an unbiased and objective analysis.

MR. ARENT noted that an expanded scope is an option, but staff needs to look at all options and focus on balancing the Citys priorities. One option is outside funding from other departments/sources.

CHAIR GOODMAN complimented MR. ARENT and his staff on a great job especially when there are times cutbacks occur only to end up having to hire assistance upon need. This is a transitional year, and this contract would get the City through during this time. It would be poor business for the City to hire additional staff just to get the City through this year, and then release them once the Downtown Business Alliance establishes a plan. The Mayor wants the City to continue progressing towards the forefront nationally.

EXECUTIVE DIRECTOR ELIZABETH FRETWELL indicated that the Committee could proceed forward and have staff re-evaluate the scope and bring back an amendment identifying the different funding sources; or the Committee could hold this item in abeyance for two weeks/one month to allow staff time to follow-up on comments made at this meeting. Either way, it will allow staff an opportunity to complete the budget process.

CHAIR GOODMAN asked that the Downtown Business Alliance be included in this process and inquired about the funds from the Citys Office of Communications. EXECUTIVE DIRECTOR FRETWELL replied that if this item is not approved, the current contract expires June 30, 2014. The subject contract that was negotiated was done so in an effort to continue moving forward, with the thought of bringing back an amended scope to the Committee within a month or so.

MEMBER COFFIN commented that if the item was held in abeyance, the contract would continue beyond its expiration date pending analysis by the Committee. He preferred striking the item, which would allow the existing contract to continue for another month.

EXECUTIVE DIRECTOR FRETWELL suggested striking the item and bringing back a completely new item at a future date. She emphasized that staff would bring the item back in July, not June, and she will sign/authorize the contract to be extended.

MEMBER ROSS understood MEMBER COFFINS intentions, but he did not want the City to lose momentum. He preferred moving forward, with the understanding that staff would bring back an item to the Committee within approximately two months. MEMBER BEERS agreed with MEMBER ROSS preference.

EXECUTIVE DIRECTOR FRETWELL pointed out that the City needs to be wise in its negotiations and not end up compensating another individual to do the work that someone else is already doing.

CHAIR GOODMAN supported MEMBER COFFINS motion, given the efforts and ongoing progress the City is making relative to the goals for Downtown Las Vegas. CHAIR GOODMAN also confirmed with EXECUTIVE DIRECTOR FRETWELL that if the Council voted to strike this item, staff would bring back a new item in July 2014. It is clear what part the Citys Office of Communications Director, DAVID RIGGLEMAN, and his staff will play, so that element needs not to be included in the contract.

MEMBER ANTHONY did not want funds from the Citys General account being applied towards these types of programs and would rather move forward with approving the subject contract and possibly amend it in the future. CHAIR GOODMAN and MEMBER BEERS echoed MEMBER ANTHONYS comments and appreciated the fact that there would not be any cutbacks in the Citys Economic and Urban Development Department.

MEMBER TARKANIAN supported MEMBER COFFINS suggestion to strike the item because it would allow additional time for the Committee to look at this issue more thoroughly while the contract continues on a month-to-month basis.

CHAIR GOODMAN thanked MS. WARREN and MS. HIGGINS for their efforts and looked forward to having additional input from them going forward.

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