



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Gina Gonzalez, Director of Economic Development and Legislative Affairs
Date: July 9, 2024

Subject: Professional Services Agreement with Searle Creative Group for On-call Marketing and Design Services

Recommendation

Approve and authorize the City Manager to execute a Professional Services Agreement with Searle Creative Group in an amount not to exceed \$35,000 for on-call marketing and design services for fiscal year 2024/25 in such final form as approved by the City Attorney.

Background

Marketing and design services are highly recommended to create uniform, and cohesive marketing and branding materials to enhance business expansion, attraction, and retention (BEAR) efforts, including tourism within and surrounding the City of Lake Elsinore. The City's Economic Development Department currently utilizes Searle Creative to provide on-call BEAR marketing and design services.

Discussion

The services Searle Creative Group is available to provide include, but are not limited to, graphic design, marketing, public relations, video and photography, social media outreach, branding, and printing. Their current assignments with the City of Lake Elsinore Economic Development Department have included legislative platform brochure, ICSC retail conference marketing materials- industry specific, branding and development of a new economic development website, development coming soon brochure, Retail & Restaurant survey design, and brochure and marketing logo development, taglines, and messaging.

Searle Creative Group's design skills and attention to detail have garnered the company numerous industry accolades and awards in economic development and tourism. Given the time Searle Creative Group has invested in understanding how best to market City of Lake Elsinore and economic development messaging, staff is recommending that the City continue to use Searle Creative Group for its ongoing design services and creation of marketing and promotional

materials. The proposed on-call Professional Services Agreement is for \$35,000 for FY24-25, with anticipated annual renewals or as projects arise. Having a marketing firm available with a background in economic development on an on-call basis will facilitate the mobilization of their services as the need arises for the city and allow for the response to the market in a quick and efficient manner.

Fiscal Impact

Funds are budgeted in the FY24-25 Annual Operating Budget.

Attachments

Attachment 1- Searle Creative Group's Professional Services Agreement
Exhibit A - Proposal

development