



## REPORT TO CITY COUNCIL

**To:** Honorable Mayor and Members of the City Council

**From:** Jason Simpson, City Manager

**Prepared by:** Shannon Buckley, Assistant City Manager

**Date:** February 11, 2025

**Subject:** Professional Services Agreement to Provide Grant Writing, Research, and Management

### **Recommendation**

Approve and Authorize the City Manager to execute a Professional Services Agreement with Townsend Public Affairs (TPA) to provide grant research, writing, and management services, in an amount not to exceed seventy-two thousand dollars (\$72,000) per year, with optional extensions for two additional years, in such final form as approved by the City Attorney.

### **Background**

The Request for Proposals (RFP) was issued to seek proposals from consultants to assist the City in securing external funding for various programs and initiatives. The selected consultant will develop a comprehensive grant funding strategy, beginning with an initial meeting to identify funding priorities. This will be followed by monthly meetings to track emerging funding opportunities and ensure alignment with City goals.

The consultant will conduct research to identify potential grantors and recommend applicable funding opportunities. In addition, they will handle grant writing, submit applications, and create strategic work plans with clear deadlines and responsibilities. They will collaborate with City staff to ensure alignment with City goals and funding requirements.

Once grants are awarded, the consultant will assist with fund management, ensuring compliance with reporting requirements and promoting effective fund utilization. Monthly progress reports will be provided to City staff, detailing the work performed, time spent, and any emerging opportunities.

### **Discussion**

RFP CS2024001 was advertised in accordance with LEMC 3.08.200, non-public projects formal bidding procedure requirements, on September 3, 2024, through the City's PlanetBids portal. A total of 28 vendors were notified, and the City received ten proposals by the submission deadline of October 8, 2024. City staff thoroughly reviewed all proposals and recommends approval of Townsend Public Affairs' proposal.

Conversations with TPA and the cities they currently serve highlighted the added value the firm brings, including proactive funding advocacy and the pursuit of federal earmarks, in addition to their traditional grant writing services. This strategic approach will support the City's efforts in securing significant funding for critical programs and initiatives.

### **Fiscal Impact**

Approval of the recommended actions will authorize an agreement with Townsend Public Affairs to provide grant writing, research, and management services. For the remainder of the current fiscal year (2024-2025), the total cost will be a prorated amount of \$18,000. In subsequent fiscal years, funding will be allocated within the Community Support Division, with a not-to-exceed amount of \$72,000 annually.

### **Attachments**

Attachment 1 - Professional Services Agreement with Townsend Public Affairs  
Exhibit A - Townsend Public Affairs Proposals  
Attachment 2 – Request for Proposals

City Manager's Office