

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES CONTRACT WITH THE IMPACT GROUP FOR MARKETING SERVICES FOR THE FIBER TO THE HOME PROJECT IN AN AMOUNT NOT TO EXCEED \$54,000.

WHEREAS, the City's Fiber to the Home (FTTH) project is an essential public infrastructure undertaking intended to expand high-capacity broadband access to residents, promote digital equity, enable access to remote education and telehealth services, and support long-term economic resilience and community development; and

WHEREAS, a community engagement plan supporting the FTTH project would ensure clear communications, effective outreach, customer education, and a cohesive brand strategy for the initiative; and

WHEREAS, City staff issued a Request for Proposals (RFP) for marketing and communications services, and several firms submitted responses; and

WHEREAS, the responding firms were evaluated by a selection committee and assessed based on experience with municipal broadband or comparable public infrastructure initiatives, demonstrated marketing strategy capabilities, cost, and alignment with the City's objectives for the FTTH program;

WHEREAS, after reviewing all submissions and conducting follow-up discussions, the committee identified The Impact Group as the top candidate due to their extensive local government experience, proven strategic communications work, strategic proposal, and capacity to support both the launch and long-term engagement needs of the project; and

WHEREAS, it is in the best interest of the City and its residents to engage The Impact Group.

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Hudson, Summit County, Ohio, that:

Section 1. The City Manager is authorized to enter a professional services contract with The Impact Group, LLC. The contract shall be in an amount not to exceed Fifty-Four Thousand Dollars and 00/100 (\$54,000.00), which includes 10% contingency. The agreement shall be in a form approved by the City Solicitor.

Section 2. That the aforesaid recitals are rendered to be the findings of this Council and are hereby incorporated into this Resolution.

Section 3. It is found and determined that all formal actions of this Council concerning and relating to the adoption of this Resolution were adopted in an open meeting of this Council, and that all deliberations of this Council and any of its committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

Section 4. This Resolution shall take effect and be in force from and after the earliest period allowed by law.

PASSED: _____

Jeffrey L. Anzevino, Mayor

ATTEST:

Aparna Wheeler, Clerk of Council

I certify that the foregoing Resolution 26-77 was duly passed by the Council of said Municipality on _____, 2026.

Aparna Wheeler, Clerk of Council