



# City of Hudson, Ohio

## Staff Report With Text

**File #:** 15-121      **Version:** 1      **Name:**

**Type:** Resolution      **Status:** Passed

**File created:** 8/11/2015      **In control:** City Council

**On agenda:** 8/18/2015      **Final action:** 8/18/2015

**Title:** A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH AKHIA PUBLIC RELATIONS, INC. FOR MARKETING OF THE CITY'S BROADBAND SERVICES KNOWN AS VELOCITY BROADBAND; AND DECLARING AN EMERGENCY.  
Executive Summary: This project involves the award of a contract for marketing services to continue the Broadband Marketing Initiative to support the implementation, public education and sales of Velocity Broadband to businesses and residents as approved by Council.

**Sponsors:** William A. Currin

**Indexes:** Administration

**Code sections:**

**Attachments:** 1. Broadband Proposal - AKHIA 8-8-15, 2. Resolution No. 15-121

Date	Ver.	Action By	Action	Result
8/18/2015	1	City Council	to suspend the rule requiring three readings	Pass
8/18/2015	1	City Council	tabled	Fail
8/18/2015	1	City Council	adopted with rule suspension	Pass

**A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH AKHIA PUBLIC RELATIONS, INC. FOR MARKETING OF THE CITY'S BROADBAND SERVICES KNOWN AS VELOCITY BROADBAND; AND DECLARING AN EMERGENCY.**

**Executive Summary:** This project involves the award of a contract for marketing services to continue the Broadband Marketing Initiative to support the implementation, public education and sales of Velocity Broadband to businesses and residents as approved by Council.

### Legislative History

Ordinance No. 15-100, Authorizing the Provision of City Broadband Services and Authorizing the City Manager to Set Rates Therefor, passed by Hudson City Council on July 14, 2015.

### Purpose & Explanation

Hudson City Council recently approved the design and installation of a high-speed fiber-optic internet network for businesses and residents in Hudson. After hearing demands for faster, more reliable Internet from businesses and residents and after conversations with current suppliers which indicated they were not willing to bring gigabit speeds to our community, Council supported the City providing this service to the community. This initiative will place Hudson on the forefront of technology, joining only a select few cities nationwide to offer high-speed, fiber-optic broadband Internet and voice services to the City. As such, Velocity Broadband will be a catalyst for economic development business retention and attraction and quality of life. Marketing is

an integral element in the broadband business plan as approved by City Council.

The City will be generating customers in competition with major, for-profit companies that spend time and money on advertising and marketing. Therefore, it is critical that the City have a strategic marketing plan and strategies in place to ensure the successful sell-in of the new Velocity Broadband service.

In addition, we have been reviewing our economic development marketing plan, realizing that the new broadband initiative will be an important part of our economic development efforts going forward. We will be shifting a portion of our approach to targeted campaigns. To create the initial Velocity Broadband marketing launch and supporting campaign, we used current economic development marketing funds since it will significantly impact our retention and attraction efforts. As we move forward into budgeting for 2016, broadband marketing will continue to be an integral part of our economic development marketing efforts.

City Administration is requesting City Council approval to authorize the City Manager to award and enter into a contract with Akhia to provide continuing marketing and public education services for the implementation of the high-speed broadband initiative. The scope has been modified to incorporate development and implementation of a focused campaign to support and align with Council's strategic broadband initiative. The services will include creative concepts, graphic design, public relations, digital marketing, and impact measurement, among other tasks. Services for the remainder of the year (August 23, 2015 - December 31, 2015) will be billed at \$110 an hour, not to exceed \$20,000 for this period. Additionally, the contract will provide for continuing services throughout 2016, billed hourly at \$110 an hour, not to exceed \$2,500 a month (\$30,000 for the year).

### Timing Considerations

Upon authorization to proceed by the City Council, the administration will award and enter into a contract with Akhia for the above amounts and timeframes.

### Fiscal Impact

☒ Currently Budgeted  
☐ Supplemental Appropriation Required  
☐ Appropriation Not Required.

### Suggested Action

Staff recommends that City Council approve this Resolution authorizing the City Manager to award and enter into a contract with Akhia and requests an emergency clause be added to this legislation.

### Submitted by,

Jane Howington, City Manager

Jody Roberts, Communications Manager