



# City of Hudson, Ohio

## Staff Report With Text

**File #:** 16-120      **Version:** 1      **Name:**

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

**File created:** 7/13/2016      **In control:** City Council

**On agenda:** 7/19/2016      **Final action:** 7/19/2016

**Title:** A RESOLUTION AUTHORIZING AN AMENDMENT TO THE CONTRACT WITH AKHIA PUBLIC RELATIONS, INC. FOR ADDITIONAL COMPENSATION FOR ADDITIONAL SERVICES FOR MARKETING OF THE CITY'S VELOCITY BROADBAND SERVICES AND ECONOMIC DEVELOPMENT INITIATIVES; AND DECLARING AN EMERGENCY.  
Executive Summary: This Resolution authorizes the increase of an existing contract from \$30,000 to \$56,000 for marketing services related to Velocity Broadband and economic development.

**Sponsors:** David A. Basil

**Indexes:** Economic Development, Finance - General, Innovation & Technology

**Code sections:**

**Attachments:** 1. Resolution No. 16-120

Date	Ver.	Action By	Action	Result
7/19/2016	1	City Council	approved on the consent agenda	Pass

**A RESOLUTION AUTHORIZING AN AMENDMENT TO THE CONTRACT WITH AKHIA PUBLIC RELATIONS, INC. FOR ADDITIONAL COMPENSATION FOR ADDITIONAL SERVICES FOR MARKETING OF THE CITY'S VELOCITY BROADBAND SERVICES AND ECONOMIC DEVELOPMENT INITIATIVES; AND DECLARING AN EMERGENCY.**

**Executive Summary:** This Resolution authorizes the increase of an existing contract from \$30,000 to \$56,000 for marketing services related to Velocity Broadband and economic development.

### Legislative History

Ordinance No. 15-100, authorizing the provision of broadband services and authorizing the City Manager to set rates therefor, passed on July 14, 2015.

Resolution No. 15-121, authorizing the existing contract with Akhia, passed on August 18, 2015.

### Purpose & Explanation

Hudson City Council approved a contract with Akhia for the marketing of Velocity Broadband for an amount not to exceed \$30,000 for 2016. The increased contract will be for an amount not to exceed \$56,000 for 2016, to include marketing services for both Velocity Broadband and economic development.

In reviewing our Economic Development Marketing Plan, it became apparent that Velocity Broadband will be an important part of our economic development efforts going forward related to business retention. With that in mind, City Administration feels it is most effective to pursue a joint marketing campaign.

City Administration is requesting City Council approve an increase to the current contract with Akhia from an amount not to exceed \$30,000 for 2016 to an amount not exceed \$56,000 for 2016 and to include economic development in the contract.

### Timing Considerations

Upon authorization to proceed by City Council, the administration will amend the contract with Akhia to the above amount.

### Fiscal Impact

  X   Currently Budgeted  
Supplemental Appropriation Required  
Appropriation Not Required.

### Suggested Action

Staff recommends that City Council approve this Resolution authorizing the increase to the existing contract with Akhia and requests an emergency clause be added to this legislation.

### Submitted by,

Jane Howington, City Manager

Jeff Knoblauch, Finance Director

Brian Griffith, Assistant Finance Director