



City Council Regular Meeting AGENDA ITEM

NUMBER: 11

SUBJECT:

Agreement with The Abbi Agency for Marketing and Community Engagement for the City Through December 31, 2025 in a Total Amount Not to Exceed \$653,000. (Citywide) (For Possible Action; Recommendation – Approve)

REQUESTED BY:

Sally Ihmels, Assistant City Manager

WARD:

(Citywide)

RECOMMENDATION OR RECOMMEND MOTION:

That the City Council approve an agreement with The Abbi Agency for Marketing and Community Engagement for the City through December 31, 2025 in a total amount not to exceed \$653,000.

FISCAL IMPACT:

Amount: \$653,000.00

Explanation:

ACCOUNT NUMBER:

100131-431000

STAFF COMMENTS AND BACKGROUND INFORMATION:

The City is in need of a marketing company to assist with developing the key messages and sharing the successes of the City as well as future goals and initiatives. The Abbi Agency can provide these specialized services and assist the City with community engagement to promote the positive story of what makes the City of North Las Vegas a great place to work, live, and play.

This Agreement will cover marketing services from the effective date through December of 2025.

CIP No.

Related Item:

LIST CITY COUNCIL GOAL(S): Quality Municipal Services

PREPARED BY:

Sally Ihmels, Assistant City Manager

Respectfully Submitted

Ryann Juden,
City Manager

MEETING DATE:

March 6, 2024