



Legislation Text

File #: 13367, **Version:** 1

Fiscal Note

Funding for the contract is not to exceed \$120,000 and is authorized in the 2009 Adopted Capital Budget of the Planning, Community and Economic Development agency, Project No. 15, "TID 39 - Stoughton Road," Acc't No. 823901."

Title

Authorizing hiring of The Hiebing Group Inc./Vandewalle & Associates for consultation services to implement the marketing plan for the BioAg Gateway.

Body

WHEREAS, The Hiebing Group Inc./Vandewalle & Associates was hired through a competitive bidding process in 2008 to develop and implement a marketing plan for the BioAg Gateway; and,

WHEREAS, the marketing plan was completed in 2008; and,

WHEREAS, implementation of the marketing plan was started, but not completed, in 2008 by The Hiebing Group Inc./Vandewalle & Associates; and,

WHEREAS, the existing contract with The Hiebing Group Inc./Vandewalle & Associates expired on December 31, 2008; and,

WHEREAS, the City desires to complete implementation of the marketing plan, which will include outreach to prospects, the development/maintenance/hosting of a website, the preparation of collateral materials, trade show participation, the development of signage, partner and coalition building, commercialization center planning and funding, activation of a commission to guide implementation, and other related activities; and,

WHEREAS, MGO 4.26(4)(a) 7 notes that "the City may enter into negotiated contracts without a competitive bidding process for the purchase of services if a particular consultant has provided services to the City on a similar or continuing project in the recent past, and it would be economical to the City on the basis of time and money to retain the same consultant."

NOW THEREFORE BE IT RESOLVED that the Common Council does hereby authorize the Mayor, Director of the Department of Planning & Community & Economic Development, and City Clerk to execute a contract, which will not exceed \$120,000, with The Hiebing Group Inc./Vandewalle & Associates to implement the marketing plan for the BioAg Gateway; and,

BE IT FINALLY RESOLVED that the Common Council does hereby authorize the Mayor, Director of the Department of Planning & Community & Economic Development, and City Clerk to execute future contracts with The Hiebing Group Inc./Vandewalle & Associates for implementation activities related to the BioAg Gateway marketing plan as may be budgeted in future years, including those contracts that relate to the continued hosting and maintenance requirements of the website that is to be developed.