



CITY OF LONG BEACH R-13

LONG BEACH AIRPORT

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August 21, 2012

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt Specifications RFP No. AP12-010 and award a contract to CoreBrand, LLC, of Los Angeles, CA (not an MBE, WBE, SBE or Local), for branding services, in an annual amount not to exceed \$195,000, for a period of one year, with an option to renew for one additional one-year period at the discretion of the City Manager. (District 5)

DISCUSSION

The proposed branding services will develop a brand identity for the Airport gateway to the City of Long Beach. As the entryway to Long Beach, the goal is to develop a brand reflective of the City's visitors and business focus that will be used in marketing and as a driver for the Long Beach Airport operations and customer experience. These services also include facilitation of the brand development process, lead both the strategic and creative components, ensure resulting brand is comprehensive in approach, inclusive and representative of the various public and private organizations that are critical to the success of this project. The development of a strong brand will give the Long Beach Airport a more nationally recognized image and a unified message consistent with core values and assets as appropriate for a gateway to the City of Long Beach.

The RFP was advertised in the Press Telegram on March 9, 2012 and 545 potential proposers specializing in branding services were notified of the RFP opportunity. Of those 545 proposers, 59 downloaded the RFP via our electronic bid system. The RFP document was made available from the Purchasing Division, located on the seventh floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 30 local, small, minority, and women-owned business groups. Fifteen proposals were received on April 3, 2012. Of those 15 proposers, one was a Minority-owned Business Enterprise (MBE), four were Women-owned Business Enterprises (WBEs), two were certified Small Business Enterprises (SBEs), and five were Long Beach businesses (Local).

Proposers were evaluated based on their demonstrated relevant experience in completing strategic brand development for large national/global enterprises or similar governmental entities, understanding of the Airport's values, goals and objectives as well as proven approach that includes City groups and stakeholders. The proposers' fit of brand development methodology, in addition to their capability to meet time and project

budget requirements, was also considered. CoreBrand, LLC, of Los Angeles, CA (not an MBE, WBE, SBE or Local), was determined to be the most qualified proposer to provide branding services according to the scope of services detailed in the Request for Proposals (RFP).

Local Business Outreach

In an effort to align with our outreach goal, Long Beach businesses were encouraged to submit RFPs for City contracts. The Purchasing Division also assisted businesses with registering on the BidsOnline database to download the RFP specifications. Through outreach, five Long Beach vendors were contacted to submit proposals, of which five downloaded and submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Deputy City Attorney Linda Trang on August 3, 2012 and Budget Management Officer Victoria Bell on August 6, 2012.

TIMING CONSIDERATIONS

City Council action on this matter is requested on August 21, 2012, in order to authorize commencement of this project.

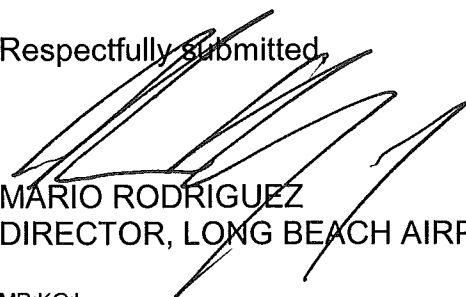
FISCAL IMPACT

Sufficient appropriations to support this action are budgeted in the Airport Enterprise Fund (EF 320) in the Airport Department. The award of this contract will provide continued support to our local economy by potentially assisting in the creation and preservation of jobs in Long Beach, and will provide small businesses contracting opportunities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



MARIO RODRIGUEZ
DIRECTOR, LONG BEACH AIRPORT

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JOHN GROSS
DIRECTOR OF FINANCIAL MANAGEMENT

APPROVED:



PATRICK H. WEST
CITY MANAGER