MEMORANDUM

TO: The Honorable Mayor and City Commission
FROM: Susan Simpson, Cultural and Community Services Director
DATE: 7/19/2012
RE: Authorization to Expend Additional Funds to Bonnie Bennett Creative

RECOMMENDATION:

It is recommended that the City Commission approve the attached resolution to expend up to Fourteen Thousand Dollars ($14,000) additional funds with Bonnie Bennett Creative to provide Graphic Design Services for the City for a total annual expenditure not to exceed Forty Five Thousand Dollars ($45,000).

REASONS:

The City utilizes the graphic design services of Bonnie Bennett Creative to develop the quarterly newsletter and quarterly program of events as well as special projects such as the graphic design for street banners, the photo contest calendar, advertisements and layouts for the Visitor's Center products. In November 2011 the City approved a resolution to expend funds in an amount of $31,000 to this vendor for fiscal year 2011-2012.

Due to the design and implementation of the 15th Anniversary logo, new banners, SIB Radio logo and special advertisements that are completed, additional funding is requested to complete this fiscal year's projects which include; 2 newsletters, one calendar of events, additional advertisement design for the Where We Live section of the Miami Herald, and the revised history brochure.

ADDITIONAL INFORMATION:

With the approval of this request for $14,000 plus the November 2011 approval for $31,000, the total amount authorized to be spent with Bonnie Bennett Creative for fiscal year 2011-2012 will be not to exceed $45,000. We intend to stay under this amount but are seeking approval to have budgeted funds available to us to utilize if an unanticipated
project arises.

**FUNDING SOURCE:**

Funds are budgeted for and available in the General Fund account number 10.572.5314B - Publications.

**ATTACHMENTS:**

1. Resolution
RESOLUTION NO. 2012- ________

A RESOLUTION OF THE CITY OF SUNNY ISLES BEACH, FLORIDA, AUTHORIZING THE NOT TO EXCEED AMOUNT FROM THIRTY-ONE THOUSAND DOLLARS ($31,000.00) TO FORTY-FIVE THOUSAND DOLLARS ($45,000.00) WITH BONNIE BENNETT CREATIVE TO PROVIDE DESIGN SERVICES FOR THE CULTURAL AND COMMUNITY SERVICES DEPARTMENT; AUTHORIZING THE CITY MANAGER TO DO ALL THINGS NECESSARY TO EFFECTUATE THIS RESOLUTION; PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City of Sunny Isles Beach hired Bonnie Bennett Creative to brand the City as “Florida’s Riviera”; and

WHEREAS, Bonnie Bennett Creative developed the approved Communications Standards Manual and several designs for the street banners, quarterly catalog, advertisements, photo contest calendar, mailings, and the quarterly newsletters; and

WHEREAS, on November 17, 2011 via Resolution No. 2011-1803 the City Commission authorized the City Manager to approve the expenditure of budgeted funds in the amount up to Thirty-One Thousand Dollars ($31,000.00) with Bonnie Bennett Creative to provide design services for the Cultural and Community Services Department; and

WHEREAS, due to the design and implementation of the 15th Anniversary logo, new banners, SIB Radio logo and special advertisements that are completed, additional funding is requested to complete this fiscal year’s projects which include: two newsletters, one calendar of events, additional advertisement design for the “Where We Live” section of the Miami Herald, and the revised history brochure, an additional Fourteen Thousand Dollars ($14,000.00) is needed; and

WHEREAS, the City Commission now wishes to authorize the City Manager to approve the additional funds up to Fourteen Thousand Dollars ($14,000.00) for these services, bringing the contract to an amount not to exceed of Forty-Five Thousand Dollars ($45,000.00) with Bonnie Bennett Creative to provide these additional design services for the Cultural and Community Services Department.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF SUNNY ISLES BEACH, FLORIDA, AS FOLLOWS:

Section 1. Approval of Authority. The City Commission hereby approves the authorization to increase the not to exceed amount from Thirty-One Thousand Dollars ($31,000.00) to Forty-Five Thousand Dollars ($45,000.00) with Bonnie Bennett Creative to provide additional design services for the Cultural and Community Services Department.

Section 2. Authorization of City Manager. The City Manager is hereby authorized to do all
things necessary to effectuate this Resolution.

Section 4. Effective Date. This Resolution will become effective upon adoption.

PASSED AND ADOPTED on this 19th day of July 2012.

__________________________________
Norman S. Edelcup, Mayor

ATTEST:

__________________________________
Jane A. Hines, CMC, City Clerk

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

__________________________________
Hans Ottinot, City Attorney

Moved by: _____________________________
Seconded by: _____________________________

Vote:

Mayor Edelcup       (Yes)   (No)
Vice Mayor Thaler   (Yes)   (No)
Commissioner Aelion (Yes)   (No)
Commissioner Gatto  (Yes)   (No)
Commissioner Scholl (Yes)   (No)