



# City of Keller

Keller Town Hall  
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## Legislation Text

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**File #:** 18-349, **Version:** 1

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**To:** Mark R. Hafner, City Manager

**From:** Trina Zais, Director of Public Services/Economic Development

**Subject:**

Consider a resolution approving a Professional Services Agreement with 360 Lifeview, LLC of Fort Worth, Texas, for the purpose of providing digital photography, videography and marketing services for the Economic Development Department, in an amount not to exceed \$280,000.00; and further authorizes the City Manager to execute all contract documents.

**Action Requested:**

Consider a resolution approving a professional services agreement (Exhibit "A") with 360 Lifeview, LLC, of Fort Worth, Texas for digital photography, videography and marketing services for the Economic Development Department in an amount not to exceed \$280,000.

**Background:**

During the 2018-19 budget process, this project, internally known as the Digital Impact Project, was conceived and approved as an innovative, first year project which aims to promote Keller businesses on Google. With large, complex businesses in adjacent areas to Keller taking the lion's share of Google views, Keller's small business footprint has seen challenges in capturing awareness and traffic from residents of Keller and the surrounding areas.

In November, city staff received two proposals from service providers for digital photography, videography and marketing services in response to the city's Request for Proposals (RFP) for said services (Exhibit "B"). There was extensive review of each RFP, interviews with the proposers and evaluations of the pricing structures. 360 Lifeview LLC., of Fort Worth Texas, has proposed a fixed-rate versus variable-rate pricing structure. Without disqualifying any RFP responses, the pricing structure became the determining factor in selecting the winning proposal.

The \$280,000 budgeted for this project is to be utilized for enhancing the Google presence of all businesses, excluding those home based businesses located in the city and concluding by the end of September, 2019. The city will be invoiced for a maximum of \$300 per business that elects to utilize the service.

**Financial Impact:**

Funding is available in the Fiscal Year 2018-19 General Fund.

**Citizen Input/Board Review:**

Not applicable.

**Legal Review:**

The City Attorney has reviewed and approved the proposed resolution.

**Alternatives:**

City Council has the following alternatives:

- Approve as submitted
- Approve with changes
- Denial

**Council Action:**

Staff recommends approval of the proposed resolution as presented.