

CLEVELAND PUBLIC LIBRARY

Finance Committee

September 18, 2018

**RESOLUTION TO AMEND AGREEMENT WITH DIX & EATON INCORPORATED FOR
PUBLIC RELATIONS SERVICES FOR CPL150**

- WHEREAS, On February 17, 2019, the Cleveland Public Library will begin a year of celebration commemorating 150 years of service to the people of Cleveland; and
- WHEREAS, In order to create and promote experiences and events during the anniversary year that will honor the Library's past and look to future, raise awareness of the services provided by the Library throughout its rich history, and attract sponsors to offset the costs of the celebration, the Library recognized the need to engage the services of an experienced public relations firm; and
- WHEREAS, The Library entered into an agreement with Dix & Eaton Incorporated in June of 2018 in the amount of \$54,000 for the development of a communications plan, fundraising counsel, and strategic support; and
- WHEREAS, The Library would like to amend the existing agreement and engage Dix & Eaton Incorporated to develop branding elements that will support all communications and marketing outreach around the anniversary year; now therefore be it
- RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to enter into an amendment to the existing agreement in the amount of \$54,000 with Dix & Eaton Incorporated to provide the additional services as outlined in their statement of work for branding elements in an additional amount not-to-exceed \$28,000, for a total contract amount of \$82,000 which expenditure shall be charged to General fund account 11610053-53710 (Professional Services), and which agreement shall be subject to review and approval of the Chief Legal Officer.

**Cleveland Public Library 150th Anniversary
STATEMENT OF WORK – BRANDING ELEMENTS
September 13, 2018**

Overview

We are pleased to help the Cleveland Public Library celebrate its 150th anniversary in 2019. The following outlines activity, timing, deliverables and costs to create branding elements for the anniversary.

BRANDING ELEMENTS

During this phase of the 150th anniversary project, we will develop branding elements that will support all communications and marketing outreach around the anniversary. This includes:

- Developing a logo or mark specific to the anniversary
- Developing a tagline that would be accompanied by the logo and used on all materials
- Drafting general and audience-specific messaging that will guide the creation of all communications. Audiences would include associates, media and potential funders among others.

Timing

We anticipate that it would take six to eight weeks to develop a mark, tagline and messaging.

Estimate

We estimate the cost for the branding elements will be \$22,000-\$28,000 delivered over six to eight weeks.