

CLEVELAND PUBLIC LIBRARY

Finance Committee
December 16, 2010

RESOLUTION TO CONTRACT WITH STRATEGY DESIGN PARTNERS

- WHEREAS, Strategy Design Partners will provide strategic, marketing and communications planning to Cleveland Public Library; and
- WHEREAS, This professional service will provide organizational restructuring assistance in the Marketing and Communications Department; and
- WHEREAS, Media training and presentation counseling will be provided; and
- WHEREAS, Strategy Design Partners will provide proactive media relations counseling, idea development and ongoing strategic planning; and
- WHEREAS, Increased marketing and communications to the residents of Greater Cleveland and Cleveland's leadership is essential to our growth and development; and
- WHEREAS, Strategy Design Partners will assist in critical communications to keep the Library at the forefront as well as continuous efforts to promote Library services; now therefore be it
- RESOLVED, That Cleveland Public Library contract with Strategy Design Partners from January 1, 2011 through December 31, 2011 for enhanced marketing and communications services with the estimated expenditure of \$4,000 per month, or \$48,000 being charged to the General Fund Account: 11610053-53710 (Professional Services).

STRATEGY

DESIGNPARTNERS

November 22, 2010

Ms. Tena Wilson
Marketing & Communications Administrator
Cleveland Public Library
325 Superior Ave NE
Cleveland OH 44114

Dear Ms. Wilson:

SDP has greatly enjoyed working with Cleveland Public Library (CPL) in 2010. Together, we have created language that established CPL as the place for Clevelanders to “Dream, Create, and Grow.” We have crafted an 18 month action plan focusing on service, innovation, education, and community responsibility, and positioned CPL as a community deficit fighter in the areas of technology, economic development, and education. And we have improved the way in which CPL communicates, broadcasting a consistent, compelling message to the public. But we know there is more work to be done, and we look forward to working with you to achieve your transformative goals for our longstanding community institution.

I. SCOPE

SDP would provide the following services:

- Strategic, marketing and communications planning and execution
- Organizational restructuring advice
- Media training
- Presentation development
- Proactive media relations counseling, idea development, and ongoing strategic planning
- Critical communications counseling

2088 West Boulevard, Cleveland, OH 44102
strategydesignpartners.com
216.402.7581 (c) 216.228.3484 (f)

II. PERSONNEL

SDP works with businesses, non-profits, and public officials to identify and focus their vision, design dynamic strategies, and achieve & communicate measurable results.

SDP consists of two Partners with more than 20 years of combined strategy and communications experience, David Fitz and Michael Graham. David will serve as the lead and point of contact with Michael providing support.

III. TIMETABLE

SDP will provide the services described above from January 1, 2011 through December 31, 2011.

IV. COSTS

CPL will pay SDP \$48,000.00 for the above services, with payments of \$4,000.00 each month.


V. CONCLUSION

Thank you again for your time and consideration. Please sign below if you accept the terms of this proposal.

Sincerely,

David Fitz

David Fitz, Founding Partner
Strategy Design Partners, LLC

 11/29/10
Tena Wilson
Marketing & Communications Administrator
Cleveland Public Library