

TOWN OF PLATTSBURGH
TOWN BOARD MONTHLY MEETING
September 7, 2023

Resolution No. 023-197

**Publish a Request for Proposals (RFP) Intended
for Professional Marketing and Branding Services**

WHEREAS, the Town recognizes its identity and role as a thriving hub of economic activity in the North Country; and

WHEREAS, the Town is actively marketing itself as an ideal location to site commercial, residential, and industrial development; and

WHEREAS, the Town has identified the need to create an identifiable brand that represents the Town of Plattsburgh that can be used in our digital and print marketing collateral as well as email, letterhead, business cards and other visual content; and

WHEREAS, the Town of Plattsburgh is seeking proposals from qualified New York State Marketing and Branding Firms to provide professional branding services to the Town of Plattsburgh; and

WHEREAS, respondents should be familiar with the scope of services outlined in the Town of Plattsburgh's request for proposals for such services; and

WHEREAS, The Town of Plattsburgh will rank the responses received on an evaluation and certification that the firm provides services to municipal clients, technical skills, experience, and reference information. The Town of Plattsburgh reserves the right to reject any or all proposals and to conduct interviews at its sole discretion. Responses must be submitted electronically in PDF form to the Planning & Community Development Department: jessicak@townofplattsburgh.org and Town Clerk: katiek@townofplattsburgh.org, with the subject title "Professional Branding Services" and received by 12:00 pm, October 11th, 2023. Additional information regarding this Request for Proposals may be obtained by contacting the Town of Plattsburgh Planning & Community Development Department at (518)-562-6850 during business hours Monday – Friday; now, therefore be it

RESOLVED, that the Town Board of the Town of Plattsburgh does hereby authorize the Supervisor to solicit and receive proposals for professional marketing and branding services, and that the Town Clerk shall post notice on the Town Clerk's bulletin board and post on the Town's Website; and, it is further

RESOLVED, that a copy of this Resolution be given to the Town Planning & Community Development, and the Town Clerk.

Motion:

Seconded by:

Discussion:

Yes

No

Absent

Carried

Tabled

Thomas E. Wood

Barbara E. Hebert

Charles A. Kostyk

Dana M. Isabella

Michael S. Cashman