



Baldwin County Commission

Legislation Text

File #: 20-0494, **Version:** 1

Meeting Type: BCC Work Session

Meeting Date: 1/14/2020

Item Status: New

From: Wayne A. Dyess, County Administrator

Submitted by: Anu Gary, Administrative Services Manager; Sherry-Lea Bloodworth Botop, PIO/CEM

ITEM TITLE

Update on Branding, Creative Development and Marketing Plan by JJPR, LLC

STAFF RECOMMENDATION

Update from JJPR, LLC regarding Branding, Creative Development and Marketing Plan for Baldwin County.

BACKGROUND INFORMATION

Previous Commission action/date: See below.

Background: During the May 14, 2019, BCC Work Session, the Commission discussed marketing and branding for Baldwin County. Mr. Lee Lawson with the Baldwin County Economic Development Alliance (BCEDA) and Ms. Jennifer Jenkins with JJPR, LLC were present during the meeting to discuss the BCEDA's marketing strategies and the importance for the message from the BCEDA and the County Commission to be unified and cross promotional.

JJPR, LLC submitted a proposal for branding and marketing plan for the County, which the Commission discussed during its September 10, 2019, work session.

On September 20, 2019, the Commission accepted the proposal from JJPR, LLC for Branding, Creative Development and Marketing Plan for Baldwin County in a total amount of \$13,250 and authorized the Chairman to execute an agency agreement between JJPR, LLC and the Baldwin County Commission for marketing and public relations services, as follows:

Brand Identity - Creative Development
Strategic Marketing Plan and Microsite Development
Baldwin County Parks and Historic Sites Marketing and Creative Development

FINANCIAL IMPACT

Total cost of recommendation: N/A

Note: The cost for the project approved September 20, 2019, was \$13,250. The JJPR Agency has billed the County 50% of project fees upon initiation of the project and 50% will be billed upon completion of the project.

Budget line item(s) to be used: Fiscal Year 2018-2019 budget line item 51125.5150 - Contract Services

If this is not a budgeted expenditure, does the recommendation create a need for funding?
N/A

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?
N/A

Reviewed/approved by: N/A

Additional comments: N/A

ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up: N/A

Individual(s) responsible for follow up: Administration - Project follow up with:

Jennifer Jenkins, President
JJPR, LLC
25895A Friendship Road
Daphne, Alabama 36526

jennifer@jjpragency.com

Action required (list contact persons/addresses if documents are to be mailed or emailed):
N/A

Additional instructions/notes: N/A