



THE CITY OF KEY WEST

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MEMORANDUM

**TO:** Jim Scholl, City Manager  
**FROM:** Birchard Ohlinger, P.E., Engineering  
**CC:** E. David Fernandez, Assistant City Manager  
**DATE:** 6 December 2011  
**SUBJECT:** Awarding of Contract to The Cunningham Group for RFP 011-11: Climate Action Plan.

**ACTION STATEMENT:**

That City Staff is authorized to execute the attached contract to The Cunningham Group in the amount of \$55,000 dollars to provide Marketing and Advertising in support of the Climate Action Plan.

**BACKGROUND:**

On the 18<sup>th</sup> of October, the City Commission evaluated and ranked firms to perform the work called out in RFP 011-11. As a result, Resolution 11-294 was passed that authorized City Staff to enter into negotiations with firms in the following order:

- Firm #1: The Cunningham Group
- Firm #2: Progressive Strategy Group
- Firm #3: The Tree Institute

**PURPOSE & JUSTIFICATION:**

Negotiations with The Cunningham Group have been successful and the attached contract with letter dated 4 November 2011 outlines the deliverables and project schedule proposed by the Cunningham Group.

**OPTIONS:**

1. Approve the attached contract.
2. Reject the attached contract and request that staff re-enter negotiations

**FINANCIAL IMPACT:**

This project will be funded in the amount of \$55,000 dollars under budget line item 001-1906-519-3400.

**RECOMMENDATION:**

City Staff recommends that the commission approved the attached contract.