



Legislation Text

File #: 0586-2017, **Version:** 1

Background: This ordinance authorizes the Director of the Recreation and Parks Department to enter into contract with Fulcrum Creatives, LLC for assistance with the CRPD 2017 summer nutrition marketing campaign project.

Columbus Recreation and Parks Department (CRPD) has worked with a variety of marketing and branding firms in the past. For this campaign, CRPD felt it was important to choose a firm that was local and, if possible, has a focus on community and non-profit campaigns. Fulcrum Creatives, located in Columbus Ohio, is a certified B Corporation. They are one of the few marketing firms in the nation that has this accreditation. B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Fulcrum Creatives portfolio includes work for the Ohio Arts Council, the Cause Collaborative, City Year, Action for Healthy Kids, Columbus Museum of Art and Local Matters: Food Matters. CRPD, in partnering with Fulcrum Creatives, propose to create a marketing campaign for the summer nutrition program which includes the following:

1. Brand Development and Creative Strategy

- Fulcrum will provide foundation messaging, applied brand and design concepts to determine the overall creative direction and aesthetic.

2. Messaging Strategy and Brand Refresh

- Revisit and refine foundational messaging: mission, vision, values, key features, benefits and organizational positioning with intended audiences of the food program.

3. Creative

- Develop two conceptual creative directions: visual and verbal. Apply to two sample executions. These could include creative concept statements, taglines, headlines, sample body copy, and design using stock imagery or existing CRPD assets to convey style and tone.

4. Execution

- Fulcrum has more than 14 years of experience working with nonprofits, social enterprises and other cause-driven organizations whose mission centers on improving the communities they serve. Their experience and expertise can bring the distinct advantage and unique perspective that will result in a successful marketing campaign for the summer nutrition program.

Principal Parties:

Fulcrum Creatives, LLC
243 N. 5th Street, Suite 430
Jason Moore 614-682-2211
Contract Compliance Number: 90-0194904
Contract Compliance Expiration Date:

Emergency Justification: An emergency is being requested due to Fulcrum needing all concepts complete by the end of April in order for CRPD to start the summer marketing campaign in the beginning of May.

Bid Waiver Justification: Other agencies were considered but there were no proposals requested since those vendors do not focus on non-profit organizations and did not have the unique experience working with hunger programs that Fulcrum has.

In addition, a campaign like this will require as much as two months or more to create. The food program begins at the end of spring so there is not enough time to obtain formal bids from multiple vendors and develop a campaign in time for the food program kick off.

Benefits to the Public: During the school year a majority of children living in poverty receive anywhere from one- to two-thirds of their daily caloric intake from federally funded nutrition programs, including the School Breakfast Program, the National School Lunch Program and the Child and Adult Care Food Program in afterschool settings. When school is out the Summer Food Service Program seeks to replace these school-based programs. However, participation rates in SFSP hover at just 16% nationally, and are even lower in Ohio. In addition to being hungry which affects their overall cognitive functions, low-income children also experience “summer slide” losing approximately one month of the math and reading skills attained through the school year, which compounds over time. With Fulcrums help, CRPD would have a new brand and marketing campaign to help create an awareness of the summer nutrition program to help combat hunger, summer learning loss, and same low-income family money.

There are an estimated 62,370 children living in food insecure households in Franklin County. Providing at-risk children with healthy meals in safe, structured environments throughout the summer will improve children’s health and psychosocial well-being. This summer nutrition program marketing campaign will bring awareness to the initiative CRPD and many others are making to address the community and environmental factors that contribute to child neglect by providing concrete support to low-income parents. Helping families reduce food costs and secure safe, quality child care during the summer will reduce parental stress, which is a key contributor to child maltreatment. With increased participation in the Summer Food Service Program, families will be able to redirect funds originally intended for food purchases and child care expenses towards meeting other basic family needs. The reduction in stress and increased financial stability will result in stronger family units.

Area(s) Affected: Citywide

Master Plan Relation: This project supports the Master Plan by investigating public/private partnerships to meet facility and program needs as well as improving communications, outreach and social media presence.

Fiscal Impact: \$30,000.00 is budgeted and available in the Recreation and Parks Development/Communications/Marketing Operating budget to meet the financial obligations of this contract.

To authorize the Director of Recreation and Parks to enter into an agreement with Fulcrum Creatives, LLC for assistance with Columbus Recreation and Parks Department 2017 summer nutrition marketing campaign project; to waive the competitive bidding provisions of the Columbus City Code; to authorize the expenditure of \$30,000.00 from the Recreation and Parks Operating Fund; and to declare an emergency. (\$30,000.00)

WHEREAS, it is necessary to authorize and direct the Director of the Recreation and Parks to enter into an agreement with Fulcrum Creatives for assistance with CRPD 2017 summer nutrition marketing campaign project; and

WHEREAS, it is in the best interest of the City of Columbus to waive the competitive bidding provisions of Columbus City Code 329 to authorize this contract; and

WHEREAS, it is necessary to authorize the expenditure of \$30,000.00 from the Recreation and Parks Operating Fund; and

WHEREAS, an emergency exists in the usual daily operation of the Recreation and Parks Department in that it is immediately necessary to authorize the Director to enter to contract with Fulcrum Creatives in order for CRPD to start the summer marketing campaign in the beginning of May; **NOW, THEREFORE**

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Director of the Recreation and Parks Department is hereby authorized to enter into contract with Fulcrum Creatives, LLC for assistance with CRPD 2017 summer nutrition marketing campaign project.

SECTION 2. That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the City Auditor shall establish such accounting codes as necessary.

SECTION 3. That this Council finds it is in the best interest of the City of Columbus to waive the provisions of Chapter 329 of City Code relating to competitive bidding for the aforementioned contract.

SECTION 4. That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

SECTION 5. That the City Auditor is hereby authorized to transfer the unencumbered balance in a project account to the unallocated balance account within the same fund upon receipt of certification by the Director of the Department administering said project that the project has been completed and the monies are no longer required for said project.

SECTION 6. That for the purpose stated in Section 1, the expenditure of \$30,000.00 or so much thereof as may be necessary to pay the cost thereof, be and is hereby authorized from the Recreation and Parks Operating Fund per the accounting codes in the attachment.

SECTION 7. That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this Ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after passage and approval by the Mayor, or 10 days after passage if the Mayor neither approves nor vetoes same.