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DDA Board Member

CITY OF  
**FORESTPARK**

**Angelyne Butler, MPA**  
DDA Chairwoman

## DDA AGENDA

**Special Note:** This meeting will be held virtually. There will be no executive session.

**Date:** Friday, April 9, 2021 at 10:15 AM

**Location:** 745 Forest Parkway  
Forest Park, GA 30297  
Virtual for the public

**Call-In Details:** Please click the link below to join the webinar:  
<https://zoom.us/j/94728399462?pwd=MzRSV1lyYzZiOUZ2U2JRMXJWZlJPdz09>

**Or Telephone:** +1 312 626 6799    **Webinar ID:** 947 2839 9462    **Passcode:** 599229

### AGENDA ITEMS:

- I. Call to Order/Determine Quorum
- II. Public Comments
- III. Promotional Program\*
- IV. Adjourn



## Public Relations Proposals from Consultants for URA

See "Scope of Work for Promotion of Forest Park, Georgia" which was delivered to seven companies for response of which four responded. Program will consist of promotional campaign to promote five areas of economic development and growth in Forest Park. They are: 1) new jobs and employers 2) revitalization of Main Street 3) sale of Historic Property at Fort Gillem 4) development of new City Center facility and 5) renovation of Starr Park.

### Proposers and cost:

1. South Atlanta Magazine. Estimated 270 hours at \$125 and hour: \$33,750. Additional \$65,000 to \$175,000 in media advertising
2. Phoenix Media Services. \$5,500 per month for 36 months: \$198,000.
3. Leff and Associates. 12-month contract at \$8,000 per month plus other: \$111,000.
4. The Collaborative Firm. Lump sum of \$87,250 plus \$5,000 sign/art costs: \$92,250.

## **SCOPE OF WORK FOR PROMOTION OF FOREST PARK, GEORGIA**

Purpose: To promote recent and upcoming achievements in Forest Park, Georgia which will provide an economic stimulus for new investment and public interest in the City. This promotion will focus on 1) the recent location of major employers who will provide new jobs; 2) revitalization of Main Street; 3) marketing for the Historic Army Headquarters Buildings at Fort Gillem; and 4) development of a new City Hall facility on Forest Parkway and 5) the renovation of historic Starr Park.

Method: An agency of the City will select and fund a consultant to plan and enable a strategy and plan to support the above. The consultant will follow the Scope of Work and be managed by the Economic Development Department and the Planning and Zoning Department, based on applicable projects. The consultant will focus on development of messages and materials, media relations, promotions through business and general media, and events (when allowed by Covid restrictions).

### **Scope of Work**

1. The consultant selected will provide a communications strategy to include traditional and social media. The strategy should include tactics to communicate to audiences within the City of Forest Park as well as outside the City. The goal of the strategy is to raise the level of awareness of the progress being made in Forest Park as evidenced by five specific projects currently being developed in the City.
2. Focus will be on the five projects for promotion, see Item 7 below. Supporting information on these areas will be provided by City Staff. Messaging and writing will be approved by City Staff and funding agency. Visuals and photography will be produced by contractor.
3. The consultant will interact with and report to the Economic Development Department and other involved agencies and progress. The consultant will provide copies of printed materials and media information and reports.
4. The consultant will provide announcements and “ribbon cutting” type events for new employers. These will include Zaxby’s on Main Street, Kroger expansion, Amazon, Kalera, and Historic Army Headquarters. The consultant may interact with City Staff on events.
5. Other news, information, our announcements may be added to the Scope of Work with the consultant contract being adjusted accordingly. This Scope of Work covers the five areas described herein.
6. The five areas of focus are:

---New jobs and employers: Announcements and public relations for new employers in City to include Amazon Distribution facility, Kroger Distribution facility expansion, Kalera hydroponics facility.

---Revitalization of Main Street: New Zaxby's announcement, building remodeling, new townhomes, Livable Communities Initiative for rest of Main Street

---Marketing to help sell 109,000 SF Historic Army Headquarters at Fort Gillem. Assistance with RPF (City has draft) and promotion to business and general media to facilitate prospects.

---Promote the development of new City Hall, Fire and Police complex, which will include community engagement activities and information campaign to inform citizens

---Promote the renovation of Starr Park to include planned changes and improvements to park.

**Avenues of Communication:** The Consultant will have access to the City web site. The consultant is encouraged to develop a general newsletter-type tool and fact sheets to communicate activity, which may also be placed on web site. The consultant will help develop media contacts and viable dissemination of information to appropriate media outlets. The City does not currently have a communications person and has no media or community outreach other than through contacts of the Parks and Recreation Department. The City has some artwork and brochures available to share with the consultant.

**Delivery of Proposals for Scope of Work**

Please be as succinct and practical as possible. Outline how you will perform the proposed work and what you believe you will achieve. Provide any relevant examples of similar work you have done. Provide at least three references.

Provide a Fee- Based proposal and the preferred method of payment for your work. The intended time period for the work to be finalized is December 31, 2021.

Please deliver proposals by email to the address below by .....?

**For discussion about and delivery of the Proposal, please contact:**

Bruce Abraham, Director  
Economic Development Department  
City of Forest Park  
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[babraham@forestparkga.gov](mailto:babraham@forestparkga.gov)  
470-808-2104