

Memorandum



CITY OF DALLAS

DATE June 17, 2016

Members of the Budget, Finance & Audit Committee: Jennifer S. Gates (Chair),
TO Philip T. Kingston (Vice-Chair), Rickey D. Callahan, Scott Griggs, Lee Kleinman, Erik Wilson

SUBJECT Overview of Contract for Graphic Design Services

The City entered into a graphic design services contract in October 2014 to supplement the limited City resources in this area of expertise. The service contract gives the City access to specialized skill sets or resources while providing the flexibility necessary to produce quality work for multiple citywide initiatives simultaneously without assuming the fulltime personnel costs on an annual basis. The contract was utilized by a number of departments to purchase graphic design services to promote City programs and services. Some notable examples are attached as examples of the work directly produced by the contract in place today.

The agenda item to consider the replacement graphic design services contract was originally presented to Council for consideration on April 27, 2016 and deferred by City Council. Subsequently the item was deferred by the City Manager on May 11, 2016 and by the City Council on May 25, 2016.

Agenda item 44 on your June 22nd Council agenda is a recommendation to enter into a three-year service contract for graphic design services with EI Creative, Inc., most advantageous proposer of ten – Not to exceed \$550,106.

As with all service contracts with the City, all departments have access to utilize the services and the purpose of the service contract is to establish firm pricing for services that are ordered on an as needed basis. There is not a guarantee of the amount the City will utilize during the contract period.

The City sent out 1,715 notices to the vending community to encourage competition resulting in ten proposals being received. The proposals were reviewed and evaluated by a seven member evaluation committee with the resulting summary scoring deeming EI Creative, Inc. the most advantageous proposer. EI Creative, Inc. is a certified minority owned firm and plan's to utilize two M/WBE firms to work on the City contract representing 25% planned participation exceeding the City's aspirational goal of 23.8% participation for service contracts.

In addition to the work EI Creative, Inc. has produced under their current service contract, they have produced work for the Dallas Love Field Modernization Program to include the LOVE EVOLUTION concept at the airport. Other notable references include work for Wing Stop, Home Depot, American Red Cross and the Dallas Film Society.

Please let me know if you need additional information.


Jeanne Chipperfield
Chief Financial Officer

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, Interim City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Eric D. Campbell, Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

LOVE | EVOLUTION



client: City of Dallas
project: Love Field Modernization Program



client: Dallas Love Field
project: Love Evolution Wall Graphic



client: Dallas Love Field
project: Dallas Love Field History Wall Graphic



client: Dallas Love Field
project: Love Notes Stanchion Sign & Brochures



client: Dallas Love Field
project: Love Notes & Dallas Wall Graphics

PRESENTED BY THE DALLAS PARK & RECREATION DEPARTMENT

Boo-vie Bash

Everyone Deserves To Be Loved.



From the mind of George Lucas
STRANGE MAGIC

Saturday October 24th
Carnival 4pm - 7pm
Showtime 7pm - 9pm

Dallas City Hall Plaza
1500 Marilla Dr, Dallas, TX
For more info 214.670.8847
Limited Free Parking Available
Bring your own lawn chair

Activities

- Pumpkin patch
- Food Trucks*
- Inflatables
- Vendors*
- Game truck
- Crafts
- Airbrush tattoos
- Costume Contest w/giveaways

*Payment Required



dallasparks.org

f /DallasPARD

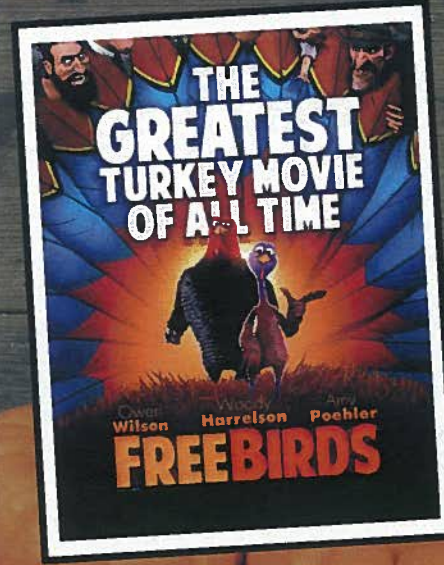
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PRESENTED BY THE DALLAS PARK & RECREATION DEPARTMENT

PUMPKINS ON THE PLAZA

SATURDAY, NOV 7TH AT 3PM · MOVIE STARTS AT 6PM
WEATHER PERMITTING



- PUMPKIN & TURKEY COSTUME CONTEST WITH GIVEAWAYS
- PUMPKIN DECORATING
- INFLATABLES
- INTERACTIVE GAMES
- FACE PAINTING
- FOOD TRUCKS*
- PUMPKIN PATCH
- MUSIC & ENTERTAINMENT

*Payment Required

LIMITED FREE PARKING AVAILABLE · BRING YOUR OWN LAWN CHAIR

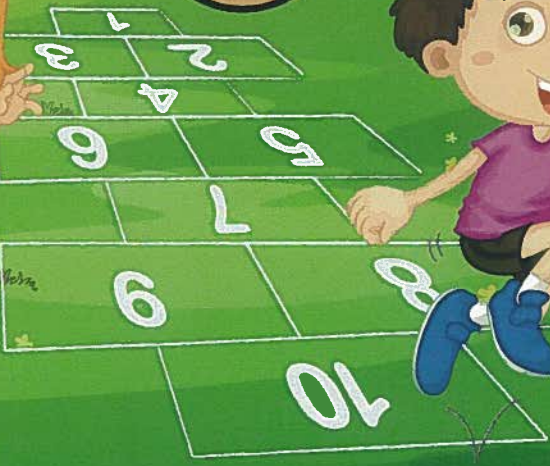
DALLAS CITY HALL PLAZA | 1500 MARILLA DR. DALLAS, TX | FOR MORE INFO 214.670.8847

dallasparks.org

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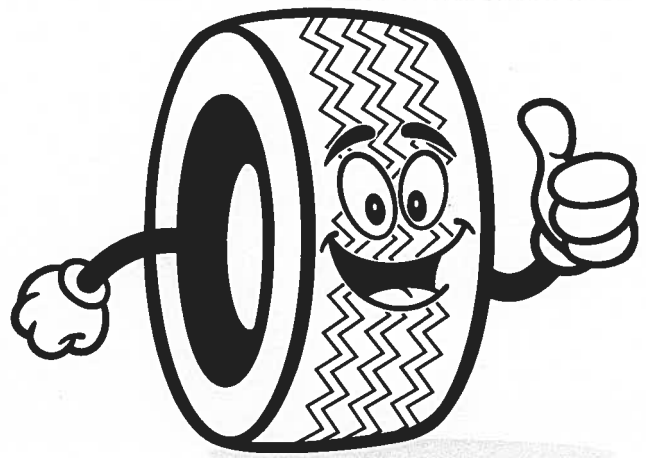
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**FIND
THE
TIRES**



KEEP DALLAS CLEAN

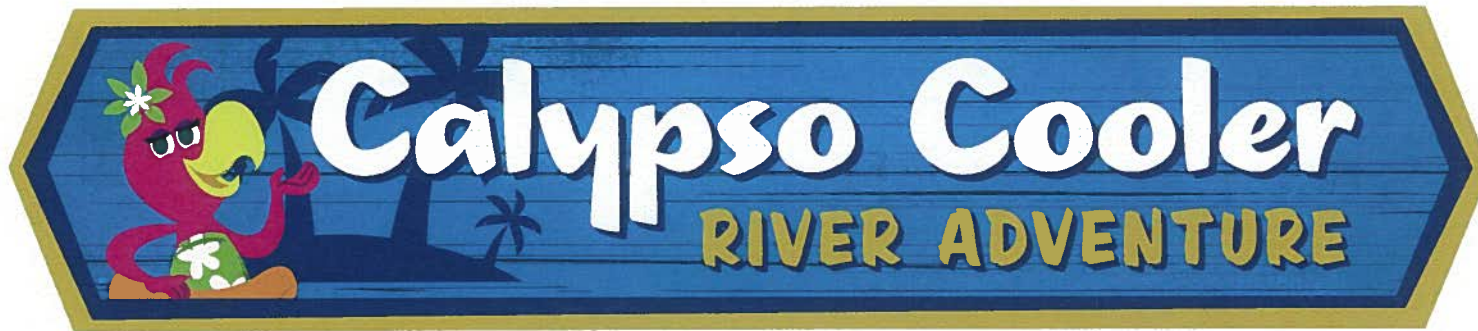
N D A L L A S S M S
 G N I P M U D E R A
 M E O Y B A F R I X
 R H L I T D J I V E
 E X T C T I A T E I
 T M B R Y U N E R S
 I D P G A C L I R I
 R U O H E E E L R T
 E C L E A N S R O T
 N U B S C R A P E P

DALLAS	CLEAN	RETIRE	SCRAP
RECYCLE	TEXAS	POLLUTION	TRINITY
DUMPING	EARTH	TREAD	RIVER



WHO'S GOT THE BAD CATCH





client: City of Dallas
project: Bahama Beach Signage



PARK RULES

Reglas De Parque

Read and obey all posted signs.
Obey all instructions given by the attendants and operators.

No persons should bring glass, cigarettes or food into the water slide area.

Any person under the influence of alcohol or drugs will not be permitted in the park.

Pregnant women and persons with heart conditions or back trouble should not use the slides.

Ride at your own risk.

Lea y obedezca todos los letreros.
Obedezca todas las instrucciones dadas por los asistentes y operadores.

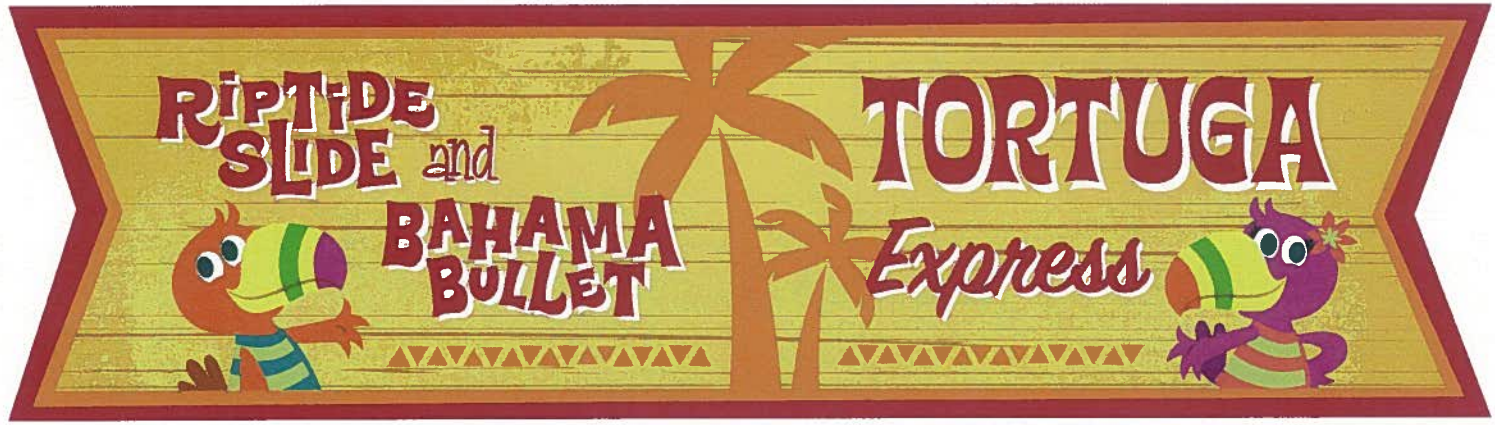
Ninguna persona deve traer vidrios, cigarrillos o comida dentro del area de toboganes de agua.

Cualquier persona bajo la influencia de alcohol y drogas no sera permitida dentro del parque.

Mujeres embarazadas y personas con condiciones del corazon o problemas de espalda no deberan de usar los toboganes.

Viaje a su propio riesgo.

- Proper swim attire required.
- All non-swimmers must wear jackets.
- Diaper-aged children must wear swim diapers, available at Island Traders.
- Ropa de baño apropiada esta requerida.
- Los que no saben nadar tienen que usar el salvavidas.
- Niños que usan pañales tienen que usar pañales de nadar, se venden en la tienda Island Traders.



client: City of Dallas
project: Bahama Beach Signage