



# Plaza Companies Professional Services Agreement

City Council Meeting – Brian Friedman

October 26, 2021





# Request

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This is a request for Council to approve a professional services agreement with Plaza del Rio Management Corporation to serve as the owner's representative for the purpose of developing a communications plan to include marketing and branding materials for the entire 63-acre site located at southeast corner of 95<sup>th</sup> Avenue and Cardinals Way.

Tonight's requested action includes an agreement, with specific deliverables, timelines and costs associated. This agreement is the next step in continuing to explore the project's viability with our development partners and adjacent landowner.



# Previous Council Actions

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- March 29, 2021
  - SkySong Familiarization tour
- June 22, 2021 Workshop
  - Consensus to pursue partnership with Plaza
- August 10, 2021 Council Voting Meeting
  - COG/Plaza agreement approval
- September 14, 2021 Council Voting Meeting
  - Professional Services Agreements approved
    - Site plan with phasing options
    - Design Standards & Codes, Conditions and Restrictions



*Crystal Lagoons*  
ISLAND RESORT

SUBJECT  
PROPERTIES

N 99TH AVE  
N 99TH AVE  
TH AVE

CARDINALS WAY

CARDINALS WAY

N 91ST AVE

W CARDINALS WAY

N 91ST AVE



# Property Description

“Black Lot” - 91<sup>st</sup>.95<sup>th</sup>  
Avenues adjacent to  
Cardinals Way

South of State Farm  
Stadium use same  
colors

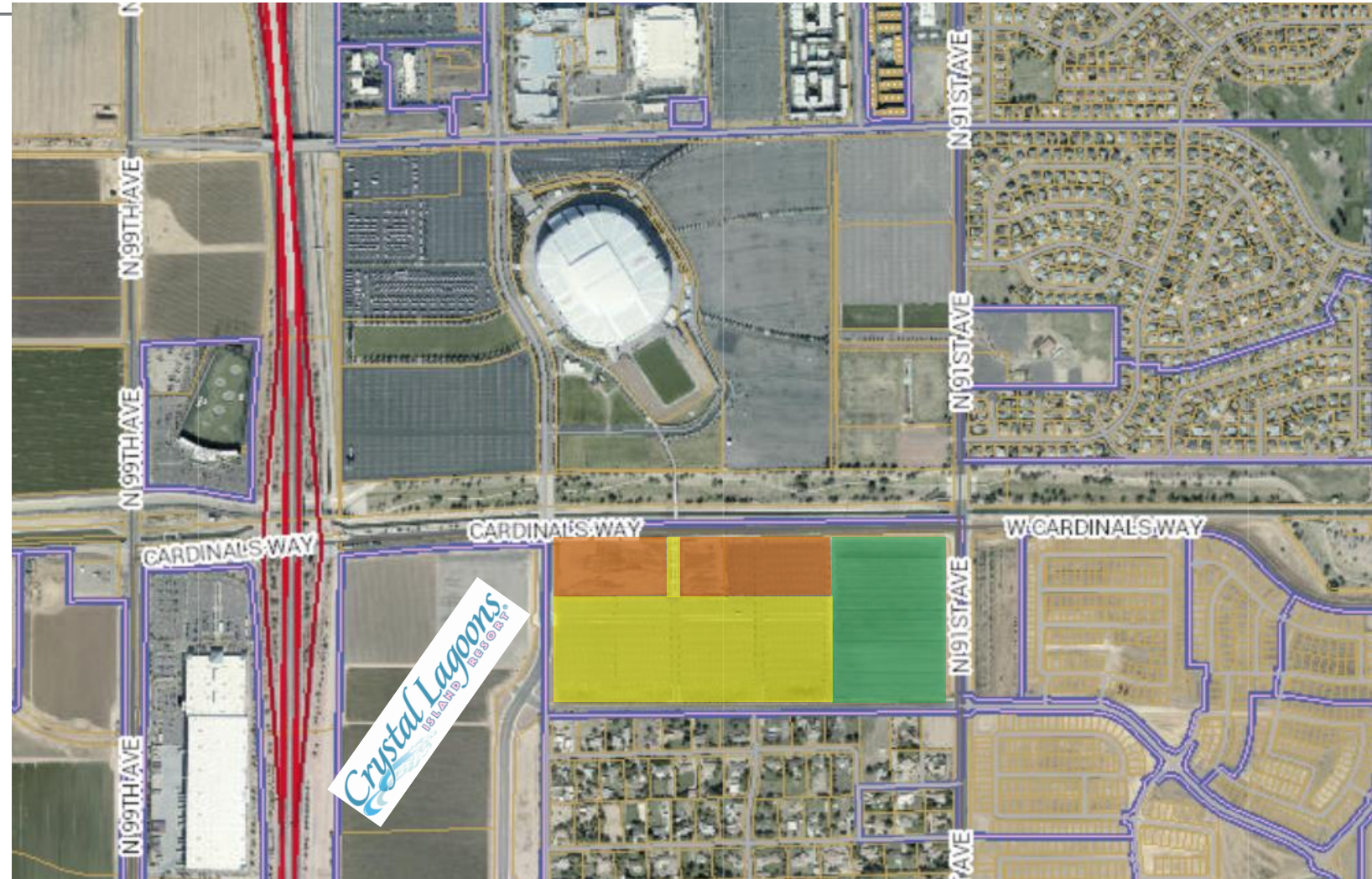
 34.5 Acres

 9 Acres

 20.4 Acres

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63.9 Acres





# Communications, Branding and Marketing

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This agreement calls for the creation of all branding materials along with a communications plan and marketing materials to help promote the site to developers, businesses and end users.

These marketing, branding and communications materials are needed to establish the personality for the site to best position the property in the marketplace.



# Specific Deliverables Include

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Conducting a branding charette to develop the project name, design concepts, graphics, logos, project identity, marketing and collateral materials.

Prepare a brand style guide for the logo to include color palette, typography, tagline, icons, value proposition, messaging pillars and differentiators.

Prepare a comprehensive manual establishing the logo usage guidelines. Including the graphics standards guide, full color palette and complete electronic files of type fonts.

Prepare comprehensive communications plans and marketing materials to promote the site to the open market.



# Cost of Services

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The cost to produce the communications plan and all marketing and branding materials is not to exceed \$26,100.

If approved, a budget transfer from General Fund Contingency would be authorized.

The term of this agreement is for 12 months, however, we expect an earlier completion.



## Recommended Action

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Staff recommends approval of the  
Marketing & Communications  
Professional Services Agreement.



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Questions?