

Legislation Text

File #: 24-0034, **Version:** 1

Item Description:

Amd 2 to Agmt PL00000269 with Metre LLC for media planning, media procurement, and limited creative services to advance County's strategic priorities, incr agency fees by \$400,000, no change to total NTE of \$3,500,000; no change to other terms

Resolution:

BE IT RESOLVED, that Amendment 2 to Agreement PL00000269 with Metre LLC to provide strategic media planning, media procurement, and creative services to advance the County's pandemic recovery and Disparity Reduction strategic priorities be approved to include hourly agency fees of \$900,000, with no change to the total not to exceed amount of \$3,500,000; that the Chair of the Board be authorized to sign the amendment on behalf of the County; and that the Controller be authorized to disburse funds as directed; and

BE IT FURTHER RESOLVED, that the County Administrator is authorized to approve any future increase to agency fees within the total not to exceed of this Agreement.

Background:

Resolution 22-0388, adopted in October 2022, authorized negotiation of an agreement with Metre LLC for media planning and ad buying services in support of Hennepin County's paid media campaigns.

This request authorizes an increase to the maximum payment for hourly agency fees to \$900,000 in anticipation of newly identified demand with approved funding through the end of the contract term, December 31, 2024.

Additional sources of projected spend include, but are not limited to:

- Heart Health campaign
- Inclusion of Hennepin and Health and Northpoint media strategy and procurement support
- Repeat support for annual campaigns in the areas of Environment and Energy, Transit, Public Health, Elections and more.

Recommendation from County Administrator: Recommend Approval