

RESOLUTION

A RESOLUTION OF THE COUNCIL OF THE CITY OF KNOXVILLE AUTHORIZING THE MAYOR TO EXECUTE AN AGREEMENT WITH ROBIN EASTER DESIGN TO PROVIDE PROFESSIONAL DESIGN SERVICES FOR THE URBAN WILDERNESS WAYFINDING AND BRANDING FOR ONE (1) YEAR IN AN AMOUNT NOT TO EXCEED FIFTY THOUSAND AND NO/100 DOLLARS (\$50,000.00) WITH THE OPTION TO EXTEND THE TERM FOR TWO (2) ADDITIONAL ONE (1) YEAR TERMS AT AN HOURLY RATE OF \$150.00.

RESOLUTION NO: R-243-2019

REQUESTED BY: Parks and Recreation

PREPARED BY: Law

APPROVED: 7-16-2019

APPROVED AS AN EMERGENCY MEASURE: _____

MINUTE BOOK: 83 PAGE _____

WHEREAS, the City of Knoxville would like to continue its work with Robin Easter Design for the Urban Wilderness Wayfinding projects (“Services”); and

WHEREAS, Robin Easter Design was the original creator of the logo and styles for Knoxville’s Urban Wilderness branding and wayfinding; and

WHEREAS, as the system develops and refines, there is a need to supplement and amend these documents, update and manage the existing wayfinding system, as well as add new signage for new park development such as the Urban Wilderness Park, the Cottrell Street Greenway, and the Baker Creek Bike Park; and

WHEREAS, this contract preserves the design intent of the established brand and continues with the consistency throughout the system by working with the original design team; and

WHEREAS, Robin Easter Design will perform said Services for a contract amount not to exceed ONE HUNDRED FIFTY AND NO/100 DOLLARS (\$150.00) hourly and an amount not to exceed FIFTY THOUSAND AND NO/100 DOLLARS (\$50,000.00) during the initial term and on an as needed basis for any subsequent terms.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF KNOXVILLE:

SECTION 1: That the Mayor is hereby authorized to execute an Agreement, in a form substantially like the document attached hereto, between the City and Robin Easter Design to continue the work under this contract with the original creator of the logo and styles for Knoxville's Urban Wilderness branding and wayfinding, for a contract amount not to exceed ONE HUNDRED FIFTY AND NO/100 DOLLARS (\$150.00) hourly and an amount not to exceed FIFTY THOUSAND AND NO/100 DOLLARS (\$50,000.00) during the initial term and on an as needed basis for any subsequent terms.

SECTION 2: This Resolution will take effect from and after its passage, the welfare of the City requiring it.

Presiding Officer of the Council

Recorder