



# Agenda Report

April 13, 2026

**TO:** Honorable Mayor and City Council

**FROM:** Office of the City Manager - Economic Development Division

**SUBJECT: AUTHORIZATION TO AMEND CONTRACT NO. 32968 WITH ECHO FACTORY, INC. INCREASING THE NOT TO EXCEED AMOUNT TO \$348,000 FOR MARKETING, BRANDING AND PUBLIC RELATION SERVICES**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the recommended action is exempt from the California Environmental Quality Act (CEQA) pursuant to Public Resources Code 21065 and within the meaning of the State CEQA Guidelines Sections 15060(c) and 15378 (b); and
2. Authorize the City Manager to amend Contract No. 32968 with Echo Factory, Inc. to increase the contract by \$98,000, thereby increasing the grand total to a not-to-exceed amount of \$348,000; and
3. Find that Competitive Bidding is not required pursuant to the City Charter Section 1002 (F), contracts for professional or unique services. To the extent this transaction could be considered a separate procurement subject to the Competitive Selection Process, grant the proposed contract amendment an exemption from the Competitive Selection Process set forth in the Competitive Bidding and Purchasing Ordinance pursuant to the Pasadena Municipal Code Section 4.08.049(B), contracts for which the City's best interests are served.

## **BACKGROUND:**

In 2024, the City of Pasadena's Economic Development Division (EconDev) sought qualified consultants to provide marketing, communication, and public relations services to help EconDev strengthen its relationship with targeted local, regional, and national audiences. As a result of the competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, the City awarded a contract to Echo Factory, a Pasadena-based business, in June 2024 to provide these services. EconDev

strategically promoted the benefits of working, investing, and doing business in Pasadena, focusing on priority groups outlined in its 5-year Strategic Plan, including deep tech, the cultural and entertainment sectors, and small businesses. An important project featured in the Strategic Plan was the development of a robust marketing campaign on behalf of the life science and “deep tech” industries. With Echo Factory’s support, EconDev delivered refreshed marketing materials, including new brochures, social media templates and posts, taglines, and elevator pitches that effectively showcased the city’s assets, along with a content calendar and an updated communications strategy.

In 2024, the City signed a contract with Echo Factory, Inc. that included a year-1 base agreement with up to two additional one-year periods. In the first year of the agreement, the City spent \$108,000 and \$120,000 in Year 2. To date the city has spent \$228,000. An increase in contract spending authority is requested to complete the scope of work described in the originally procured RFP. In Year 1, the campaign focused on local markets; in Year 2, it expanded to a national scale. In Year 3, insights gained from earlier phases will be used to refine and tailor marketing efforts. It is in the City’s best interest to complete the final year of the contract with Echo Factory based on the measurable results achieved to date, data collected through prior campaign phases, and the demonstrated effectiveness of the program in expanding market reach. An additional \$98,000 is requested to allow the program to transition from broad implementation to a more targeted, data-driven approach. Leveraging insights from Years 1 and 2, we can refine our outreach to focus on high-impact areas, enhance overall effectiveness, and establish a stronger foundation for determining future priorities.

**COUNCIL POLICY CONSIDERATION:**

The proposed action is consistent with the City Council's Strategic Plan Goal to maintain fiscal responsibility and stability and support and promote the quality of life and local economy.

**ENVIRONMENTAL ANALYSIS:**

The action proposed herein falls outside the definition of a “project” because it will not result in a direct or reasonably foreseeable indirect physical change in the environment under section 15060(c), and because it is a type of project covered in 15378(b).

**FISCAL IMPACT:**

The total cost of this action will be \$98,000 to revise the not-to-exceed contract amount to \$348,000. The expenses for the contract are budgeted in General Fund (101) in the Economic Development Division.

Respectfully submitted,



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