



CITY OF HUNTINGTON BEACH

City Council Meeting – Council Member Items Report

To: City Council
From: Casey McKeon, Mayor
Date: April 21, 2026
Subject: **Create a City Council Ad-hoc Committee to review and make recommendations on the Request for Proposals for the Creative Strategy, Branding, Merchandising, Media, Communications, and Film Industry Development Systems.**

ISSUE STATEMENT

The City has issued a Request for Proposals (RFP) for a firm to build Creative Direction Strategy, Branding, Merchandising, Media, Communications, and Film Commission Systems into the City and train City Staff to operate these systems. This RFP is requesting qualified firms to provide a methodology for building: a creative strategy & communication infrastructure, branding approach with ownership of the City's Intellectual Property, merchandising program, media and communications programs, and film commission with industry attraction strategies.

The program provides the City many opportunities to improve communication with Huntington Beach residents, businesses, and visitors. This includes revenue generation and capture for the City and businesses.

I propose creating a City Council Ad-hoc committee consisting of three Council Members to review the process, received proposals and provide a recommendation on the approach for this project.

RECOMMENDED ACTION

Create a City Council Ad-hoc Committee to evaluate the RFP and provide recommendations anticipated to be complete in 30 to 45 days.