



City of Racine, Wisconsin
AGENDA BRIEFING MEMORADUM

AGENDA DATE: Finance and Personnel, September 13, 2025

SUBJECT: Communication sponsored by Ald. Horton on behalf of the Director of Community safety requesting permission to enter into a sole-source agreement with Kane Communications, LLC for Marketing and Communications services for the period of 01/01/2025-12/31/2025.

PREPARED BY: John Tate II, Director of Community Safety

EXECUTIVE SUMMARY: The Department of Community Safety is seeking to employ professional services for Marketing and Communication for the 2025 fiscal year to support efforts for continued outreach to the community, stakeholders, and key decision makers as a part of maintaining and building collaborative relationships and more effectively communicating the Department and its partners' (Violent Crime Reduction Initiative) collective efforts in impacting community violence. The Department is seeking a sole source contract with Kane Communications LLC for these services.

In 2024 Kane Communications LLC was engaged for professional services to assist with developing department brand identity, mission and value statements, and visual brand assets. They were engaged again for communications support, and website and comprehensive safety plan design services.

As a previous provider and understanding of the department's goals, practices, and communication needs, Kane Communications LLC is being considered as a sole source for continued Marketing and Communications services at a greater scale and period of time than previously. Additionally, the Department is offered a 10% discount on services rates.

Specific services include but are not limited to graphic design, presentation coordination, direct advertising, messaging support, media relations.

BACKGROUND: As a part of fulfilling Wisconsin Community Safety Fund grantor goals and expectations for building and expanding a public health-oriented approach to community safety and violence prevention, communication is core component in informing stakeholders, community leaders, and directly impacted community members of what services and supports are available, why and how these efforts impact safety positively, and who is impacted. Funds originate from Medical College of Wisconsin (MCW) Community Safety Fund Grant (WCSF), which was established through American Rescue Plans funds.

BUDGETARY IMPACT: Cost not to exceed \$100,000. Funds are available in #20314-52200-20149 – Wisconsin Community Safety Fund-MCW.

RECOMMENDED ACTION: That the Mayor and City Clerk be authorized to enter into a contract with Kane Communications, LLC for Marketing and Communications services for the Dept. of Community Safety for the period of 01/01/2025-12/31/2025.