

**Resolution authorizing a consultant contract with Amplifire Strategic Communications for critical communications services related to the 2023 Property Reappraisal. (Auditor) (\$50,000.00)**

**WHEREAS**, the Franklin County Auditor (Auditor) is the assessor of all real property values in the County pursuant to Ohio Revised Code (ORC) Section 5713.01; and

**WHEREAS**, to ensure Franklin County property owners are aware and informed about the 2023 sexennial Property Reappraisal, the Auditor wishes to engage the services of Amplifire Strategic communications (Amplifire); and

**WHEREAS**, Amplifire will develop and implement a robust and detailed communications plan leading up to the 2023 Property Reappraisal in collaboration with the Auditor's office; and

**WHEREAS**, through communications planning, message development, and rapid response and communications support, Amplifire will work to ensure all Franklin County residents are aware of the upcoming Property Reappraisal, minimize "sticker shock" by better aligning constituent expectations of property values with appraisal values, establish the reappraisal as accurate and acceptable to minimize disputes over property values, and demonstrate how the reappraisal accounts for the values of the community and the Auditor's office; and

**WHEREAS**, the term of the contract shall commence February 1, 2023, and terminate September 30, 2023; and

**WHEREAS**, The Franklin County Auditor's Office recommends that the Board of Commissioners approve the Contract with Amplifire Strategic Communications, and the corresponding Purchase Order (PO Number 32114065); now, therefore.

BE IT RESOLVED BY THE BOARD OF COMMISSIONERS, FRANKLIN COUNTY, OHIO:

1. That the County Administrator is hereby authorized, pursuant to section 305.30 of the Revised Code, to approve and execute the contract upon approval to form by the Franklin County Prosecutor's Office with Amplifire Strategic Communications.

Resolution No. 0124-23

February 28, 2023

**Resolution authorizing a consultant contract with Amplifire Strategic Communications for critical communications services related to the 2023 Property Reappraisal. (Auditor) (\$50,000.00)**

2. That the attached purchase order in the amount of Fifty Thousand Dollars (\$50,000.00) that is individually described on the accompanying Purchase Order Proof List is hereby approved.
3. That the County Administrator is hereby authorized pursuant to section 305.30 of the Revised Code to take all actions, including the execution of all documents or amendments upon approval to form by the Franklin County Prosecutor's Office, necessary to enter into, implement, and administer the contracts and that are not substantially inconsistent with this resolution.

AGENCY

Auditor

CONTRACT AMOUNT

\$ 50,000.00

Prepared by: Trenton Weaver

cc: Auditor  
Commissioners  
Amplifire Strategic Communications