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INTEROFFICE MEMORANDUM

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**TO:** BETH ANN STROHL, PURCHASING MANAGER  
**FROM:** DANIEL DIAZ, BUSINESS DEVELOPMENT LIAISON  
**SUBJECT:** SOLE SOURCE CONTRACTING MEMORANDUM  
**DATE:** JANUARY 13, 2017  
**CC:** JEAN BROSSMAN

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The City of Allentown & the Greater Lehigh Valley Chamber of Commerce, a Pennsylvania Non-Profit Corporation, have been in contractual agreement for the Chamber provided services of Business Networking, Development, and Events the past several years.

The vendor receives compensation for services in the amount of forty thousand dollars (\$40,000.00) for special events and other activities associated with being the Hamilton Main Street Manager for the City of Allentown.

It has been determined that the GLVCC and most importantly, their Hamilton District Main Street Program (HDMSPP), is the sole organization that can provide the contractual services needed by the City of Allentown. The Hamilton Main Street Designation (Pennsylvania DCED directed initiative) covers a wide geography, spanning from Walnut Street to Linden Street; between 5<sup>th</sup> and 12<sup>th</sup> Streets.

This memo is intended to explicate why the GLVCC is the sole source for these necessary services. Below we have provided comprehensive information to validate this certainty.

- **Important Facts:**

1. **Accredited Pennsylvania Downtown Center Main Street Program:** The Hamilton District Main Street Program is a DCED designated Main Street Program, run through the GLVCC Foundation in accordance with Pennsylvania Downtown Center (PDC) performance criteria (recognized community guidelines). The Main Street Manager is required to attend Main Street Manager Training approved by the Pennsylvania Downtown Center. *The Chamber of Commerce, Hamilton Main Street Program is currently the only approved Main Street organization that can carry out this task.*

Their designation allows:

2. **Location:** The Hamilton District Main Street offices are strategically located in the commercial, cultural, and geographic center of Downtown Allentown. That gives them an advantage in understanding the ethos of the city's business and residential community and their underlying needs.
3. **Experience in Managing Allentown Major Events:** The HDMSPP, their affiliated Chamber staff, and volunteers have extensive experience in planning, fundraising, and implementing the following major downtown events; Blues

Brews and BBQ, Summer in the City, Christmas Tree Lighting, New Year's Eve Celebration. The organization has had significant success with these events and the results reflect that as the following year attendance, vendor participation, and publicity grew each year. In addition, many of these events require substantial fund-raising to cover costs and/or break even.

4. **Relationships:** The Hamilton District Main Street Program is volunteer-driven. It involves a Main Street framework that is well represented by business and property owners, citizens, public officials and other local economic development officials who have a vested interest in revitalizing the Allentown Downtown. The framework they manage allows them to better assist the City of Allentown in gathering support and consensus from key city stakeholders.
5. **Communication:** The HDMSP has formulated a large communication network over the years. This includes a growing eBlast list that allows them to send important City of Allentown marketing materials to over fifteen thousand individual's email addresses throughout the Lehigh Valley. In addition, they have a significant social media following that has the ability to share important Allentown initiatives and marketing with others.



**CITY OF ALLENTOWN**  
**Request for Approval**

**SUBJECT:** Request for Approval by City Council of Contract Award, Service, or Contract Price Increase Pursuant to City Ordinance, Article 130.16

Project or Contract Reference:

**TO:** City Council, City Clerk, and Council Solicitor

**FROM:** Daniel Diaz, Office of Business Development

**DATE:** 01-18-2017

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On behalf of the Administration, pursuant to City Ordinances, Article 130.16, I request City Council's approval of the following recommendation of the referenced contract award or price increase.

- Check Type of Contract or Change:

The contract is for over \$40,000 and required to be competitively bid under the City Code. We have advertised the above referenced project and received qualified bids/proposals. We recommend award of the contract to the bidder/proposer identified and for the reasons stated below.

The recommendation is for a price increase of 10% or more for an existing contract over \$40,000 that was previously bid and awarded under city policies.

- ☒ The engagement of professional services. We have received and reviewed a proposal or proposals for professional services in connection with above referenced project or requirement for professional services. We recommend award of the engagement.

- Is the contract appropriation or price increase included in this year's budget? ☒ yes  
no
- Identify contract funding sources (general fund, grants, loans, etc. & account number):

**General DCED – 000-09-0901-0007-46**

- The name and address of the recommended Contractor/Vendor/Professional Service Provider/Lowest Responsible Bidder is:

**Greater Lehigh Valley Chamber of Commerce**

- Term of contract or estimated completion date, subject to standard extensions:

01-01-2017 to 12-31-2017

- Description of project or scope of services to be provided:

**Refer to Scope of Work Exhibit attached – special events manager for Hamilton Main Street program.**

- State the actual or estimated price to the City or the proposed Department budget allowance for the initial term; and state payment rate per unit of service if applicable:

**\$40,000; to be billed in quarterly installments of \$10,000 at the end of each quarter.**

- Number of renewal term options and duration of each renewal, if any:

n/a

- Maximum dollar value of all renewals provided for beyond the original term as if all renewals were exercised:

**\$40,000**

- Reasons for recommendation of Administration and Council approval of contract:

**Hamilton Main Street Program is a STATE designated Main Street Program, governed by the Pennsylvania Downtown Commission and DCED. The Hamilton Main Street Program is run by the Greater Lehigh Valley Chamber of Commerce (Allentown office). This contract is to help fund marketing and special events associated with business opening and Hamilton Main Street events.**

- Time Frame

**1 year**

Please approve this recommendation by passing the accompanying resolution. A vote of final approval is requested at the first City Council agenda listing of this matter.

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By: Daniel Diaz, Office of Business Development

Copies To: Mayor  
Director of Finance  
Purchasing  
Controller

Attachment: proposed resolution



# CITY OF ALLENTOWN

No. \_\_\_\_\_

## RESOLUTION

R - 2017

Introduced by the Administration on \_\_\_\_\_

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Authorization for Contract or Amendment under Article 130.16  
Award of Contract and/or Engagement of Professional Services with Greater Lehigh Valley Chamber of Commerce in the  
amount of \$40,000

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### ***Resolved by the Council of the City of Allentown, That***

**WHEREAS**, Article 130.16 of the City's Administrative Code requires City Council approval by Resolution for the award of contracts or engagement of professional services.

**WHEREAS**, it is the desire of the City of Allentown to enter into an agreement/engage the services of the following named contractor/consultant, for the use and purpose indicated in supporting the Recommendation of Award of Bid or Contract dated 01.18.2017:

1. Name of Contractor/Consultant: Greater Lehigh Valley Chamber of Commerce
2. Project or Contract Reference: Hamilton Main Street Manager; Business Assistance and Special Events
3. Description of Service(s) to be provided: Grand openings; building bridges for local business retention calls; combined marketing efforts; special events associated with Hamilton Main Street (refer to Exhibit A Scope of Work)

**NOW, THEREFORE, BE IT RESOLVED** that the Council of the City of Allentown, hereby authorizes the Mayor and/or such other City officials as deemed appropriate by the City Solicitor, to sign and execute a Contract or Amendment and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, with the above named contractor/consultant, for the project identified.

**Greater Lehigh Valley Chamber of Commerce (GLVCC)  
2017 Work Scope & Responsibilities  
For the City of Allentown**

**Allentown Chamber**

1. The Chamber shall provide one primary contact person for the duration of this contract with the City of Allentown. This position is the Senior Vice President Allentown Initiatives.
2. The City's Business Development Manager and/or designee shall be the primary contact for The Chamber.
3. The Chamber shall submit a status report on all aspects of this Scope of Work to the Business Development Manager on a monthly basis and hold quarterly update meetings.
4. The Chamber shall provide the City of Allentown with three complimentary tickets per GLVCC event in 2017.
5. The Chamber shall promote and facilitate business ribbon cutting and grand opening events throughout the entire city.
6. The Chamber shall assist the City's Department of Community and Economic Development on business retention and business recruitment initiatives, including active participation in meetings, assistance with economic development initiatives and actively assisting businesses citywide with their business development efforts. This includes assisting the Business Development office in obtaining entryway into meeting with various businesses, as Chamber membership influence allows.
7. The Chamber shall assist the Business Development office by promoting various initiatives, such as The Retail Mosaic business retail incubator, approved videos, and by marketing such initiatives through Chamber's Marketing activities (constant contact emails, social networking, etc.).
8. The Chamber shall develop and hold four (4) Educational Breakfast Business Meetings throughout the year. Each quarter the breakfast meeting shall be held in a different business district of the city. The business districts shall be defined as the South side, East side, West side and Central Business District and shall include:
  - a. The opportunity for the Mayor's Address;
  - b. Networking opportunities;
  - c. Educational topics focused on business development interests;and,

- d. Free attendance for all Allentown businesses regardless of their Chamber member status.
- 9. Business Matters: The Chamber shall produce and air two programs during 2017 focused on Allentown issues. The Chamber, when producing any show that impacts Allentown, shall provide the Mayor and/or his administration the first right of refusal to appear during the taping.
- 10. The Chamber shall market the Neighborhood Improvement Zone (NIZ) and arena development projects. The Chamber shall provide support on activities and tasks related to the development of the NIZ, arena projects and other development within the NIZ district.
- 11. Connections & eConnections: The Chamber shall provide a quarter page advertisement for the City to advertise economic development, business and event related initiatives in the monthly Connections publication. The Chamber shall provide an opportunity to advertise business and event related initiatives in eConnections on a monthly basis. All businesses advertised in Connections and eConnections must be Chamber members in good standing. The final, camera-ready ad shall be due by the first of month.
- 12. Inside Allentown Annual Guide: The Chamber shall provide, free-of-charge, a one page advertisement space in the annual "INside Allentown Guide." The City of Allentown shall provide this advertisement as a final, camera-ready advertisement.

#### **Hamilton District Main Street Program via the Chamber Foundation**

- 1. The Chamber, by means of The Chamber Foundation, shall be utilized as a pass-through entity for funds received through sponsorships for partnered events. All profits realized through Allentown special events, after expenses and contacted payments, shall be deposited in this account.
- 2. Downtown events sponsored by The Chamber and the Hamilton District Main Street Program (Hamilton District) shall require the following commitment:
  - a. The Hamilton District shall lead and manage the following events:
    - i. Blues, Brews & BBQ
    - ii. Two Restaurant Weeks per annum (Spring and Fall)
    - iii. Christmas Tree Lighting
    - iv. Summer in the City
    - v. Twelve First Mondays (one per month)
    - vi. New Year's Eve Celebration
  - b. The Chamber shall lead and manage downtown grand opening and ribbon cutting ceremonies in downtown.

- c. The Chamber shall serve as project manager for all events listed in this contract. A Chamber representative shall manage the events listed in this contract on the day of event, from the beginning to the end.
  - d. The Chamber shall organize and manage any press conferences for initiatives in the City of Allentown.
  - e. The Chamber and the City of Allentown shall be listed as partners of the above events in press releases and marketing related materials. The City of Allentown, The Chamber and the Hamilton District's logos shall be included in all marketing materials.
3. The Chamber shall determine policy and details for all events and provide insurance for specific events where The Chamber is the lead or as mutually agreed upon on in writing during 2017.
4. The Chamber shall be responsible for all fundraising efforts as it relates to this contract.