



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: Allentown Independence Celebration design of marketing materials

TO: City Council, City Clerk, and Council Solicitor

FROM: Lindsay L. Taylor, Department Head

DATE: September 8, 2017

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.

- x 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? x yes
no

- Identify contract funding sources (general fund, grants, loans, etc. & account number):

General FUn000-08-0709-0007-46

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

Donna Bethman
Bethman Print Group
P.O. Box 54
Springtown, PA 18081

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

The contract shall commence upon the issuance of the Purchase order and shall cease four (4) weeks thereafter.

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

Design of 2017 Lights in the Parkway marketing materials, including social media marketing, flyer, poster, and print and digital ads.

- 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:

\$975.00

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

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

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

Professional design of marketing materials will increase the level of our marketing platform, and will increase our engagement and effectiveness through social media outlets and digital/print advertisements in advance of event.

- Time Frame

ASAP

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.

By: Lindsay L. Taylor, Department Head

Copies To: Mayor
Director of Finance
Purchasing
Controller

Attachment: proposed resolution



CITY OF ALLENTOWN

No. _____

RESOLUTION

R170 - 2017

Introduced by the Administration on October 4, 2017

Authorization for Engagement of Professional Services with Bethman Print Group in the amount of \$975 for the design of 2017 Lights in the Parkway marketing materials, including social media marketing, flyer, poster, and print and digital ads.

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 September 8, 2017:

1. Name of Contractor/Consultant: Bethman Print Group
2. Project or Contract Reference: Lights in the Parkway Marketing Materials
3. Description of Service(s) to be provided: Design of marketing materials for 2017 Lights in the Parkway season

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.