



CITY OF ALLENTOWN

No. 29559

RESOLUTION

R170 - 2017

*Introduced by the Administration on October 4, 2017*

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**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.**

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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 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.

	Yea	Nay
Candida Affa	X	
Julio A. Guridy	X	
Daryl Hendricks, VP	X	
Roger MacLean		
David K. McGuire	X	
Cynthia Mota	X	
Ray O'Connell, Pres.	X	
TOTAL	6	0

***THIS IS TO CERTIFY, That the above copy of Resolution No. 29559 was adopted by the City Council of Allentown on the 4<sup>th</sup> day of October, 2017, and is on file in the City Clerk's Office.***

  
 City Clerk



**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

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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.

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.

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By: Lindsay L. Taylor, Department Head

Copies To: Mayor  
Director of Finance  
Purchasing  
Controller

Attachment: proposed resolution