



**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: Office of Business Development: Social Media Consulting

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

**FROM:** Leonard Lightner, Department Head

**DATE:** August 7, 2018

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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 – 000-09-0901-0007-46

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

Faces International LLC  
532 Hamilton Street  
Allentown, PA 18101

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

The Contract shall commence upon full execution and shall cease five (5) months thereafter.

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

Social media consulting for Community & Economic Development: Includes the creation and launch of various social media platforms and the creation of content and messaging for social media marketing.

- 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:

\$25,000

- 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:

N/A

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

Social media consulting for Community & Economic Development: Includes the creation and launch of various social media platforms and the creation of content and messaging for social media marketing. Please see attached RFP Memo Scoring Committee Vote Sheet and Faces International Scope of Work.

- 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: Leonard Lightner, Department Head

Copies To: Mayor  
Director of Finance  
Purchasing  
Controller

Attachment: proposed resolution



# CITY OF ALLENTOWN

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

## RESOLUTION

R104 - 2018

*Introduced by the Administration on September 05, 2018*

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Authorization for Engagement of Professional Services for \$25,000 with Faces International LLC for social media consulting for Community & Economic Development inclusive of the creation and launch of various social media platforms and the creation of content and messaging for social media marketing.

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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 05, 2018:

1. Name of Contractor/Consultant: Faces International LLC
2. Project or Contract Reference: Office of Business Development Social Media Consulting
3. Description of Service(s) to be provided: Social media consulting for Community & Economic Development: Includes the creation and launch of various social media platforms and the creation of content and messaging for social media.

**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.