



CITY OF ALLENTOWN

No. 21

RESOLUTION

R - 2019

*Introduced by the Administration on March 20, 2019*

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Authorization for a change order - \$9,000 increase on a contract previously awarded to Faces, International, LLC on September 21, 2018 (ending December 31, 2019) for social media consulting services to support community engagement and digital outreach efforts for the Allentown Vision 2030 initiatives.

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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 21, 2018:

1. Name of Contractor/Consultant: Faces International, LLC
2. Project or Contract Reference: C25-000058 Social Media Consulting for the Comprehensive and Economic Development Plan
3. Description of Service(s) to be provided: Social Media Consulting Services to support expanded community awareness and engagement and digital outreach efforts, for the successful implementation of Allentown Vision 2030 events and initiatives.

**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.



**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: C25-000058 Social Media Consulting for the Comprehensive and Economic Development Plan

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

**FROM:** Leonard Lightner, Department Head

**DATE:** March 11, 2019

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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.

- X      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? X yes      no
- Identify contract funding sources (general fund, grants, loans, etc. & account number):

General Fund, 000-09-0902-0001-46

- The number of any alternate quotes/bids and the names of the alternate bidders, if any.

N/A

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

This is a price increase for a current contract and therefore this is not applicable to the current situation.

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

The Contract commenced on September 21, 2018 and will expire on December 31, 2019.

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

This is for an amendment of the original Contract that was approved by City Council on August 15, 2018.

The increase is needed in order to support expanded community awareness and engagement and digital outreach efforts, for the successful implementation of Allentown Vision 2030 events and initiatives.

- 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:

Original Contract Sum:	\$25,000.00
Amendment No. 1:	<u>\$9,000.00</u>
Amended Contracted Sum	\$34,000.00

- 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:

With the timeline of the project and the need to expand the reach of all banding elements and announcements, the need for more is important to the successful implementation of future Vision events and initiatives.

- 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