



CITY OF ALLENTOWN

No. 89

RESOLUTION

R - 2019

Introduced by the Administration on November 4, 2019

Authorization for Contract with Red House Communications, Inc. in an amount not to exceed \$85,000 to create a new brand identity for the City, competitively bid, multiple bidders.

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 Contract dated November 4, 2019:

1. Name of Contractor/Consultant: Red House Communications, Inc.
2. Project or Contract Reference: RFP No. 2019-24- City-Wide Branding –
3. Description of Service(s) to be provided: The City is seeking a qualified marketing firm to create a new brand identity for the City.

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: RFP No. 2019-24- City-Wide Branding –

TO: City Council, City Clerk, and Council Solicitor

FROM: Leonard Lightner, Department Head

DATE: October 26, 2019

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:

X 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? X yes no

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

General 000-09-0901-0007-46

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

Alloy 5- 77 W. Broad Street, Suite 19C, Bethlehem, PA 18018

Avant Marketing Group, 1982 Concourse Drive, Suite 150, St. Louis, MO 63146

Brand Forward- 145 Pond Road, Honeoye Falls, NY 14472

Faces International, 532 Hamilton Street, Allentown, PA
 Finch Brands- 123 S. Broad Street, Suite 2150, Philadelphia, PA 19130
 HUB- 1200 NW Naito Parkway, Suite 470, Portland, OR
 Joe Bosack & Co.-1661 Oak Road, Pottsville, PA 17901
 MMGY- 4601 Madison Avenue, Kanas City, MO 64112
 Niki Jones Agency, Inc.-39 Front Street, Port Jervis, NY
 North Star Place Branding and Marketing- 1023 Kings Avenue, Jacksonville, FL 32207
 Quest Corporation of America, Inc.-4075 Linglestown Road # 384, Harrisburg, PA 17112
 Stay Calm Industries, 905 Harrison Street, Suite 105A, Allentown, PA 18103
 Walton Consulting, Inc., 328 N. 8th Street, Allentown, PA 18102
 Worley- 532 W. Hamilton Street, Office 6, Allentown, PA 18101

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

Red House Communications, Inc., 1908 Sarah Street, Pittsburgh, PA 15203

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

This contract shall commence upon full execution and shall cease one (1) year thereafter.

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

The City is seeking a qualified marketing firm to create a new brand identity for the City.

- 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:

The contract sum shall not exceed \$85,000.00.

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

Prior to the cessation of the contract term, if deemed necessary, the City reserves the right to extend the said term for up to an additional three (3) month period, in order to prevent a lapse in coverage.

- 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:

The City is seeking a qualified marketing firm to create a new brand identity for the City.

- 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: Leonard Lightner, Department Head

Copies To: Mayor
Director of Finance
Purchasing
Controller

Attachment: proposed resolution