



CITY OF ALLENTOWN

No. 111

RESOLUTION

R - 2019

Introduced by the Administration on December 4, 2019

Authorization for a change order with Faces International Marketing and Development, LLC, for \$10,000.00 for continual Marketing Strategy and Development for the Anti-Hunger Campaign.

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 25, 2019:

1. Name of Contractor/Consultant: Faces International Marketing and Development, LLC.
2. Project or Contract Reference: C31-000076/Marketing Strategy and Development for the Anti-Hunger Campaign
3. Description of Service(s) to be provided: the continual Marketing Strategy and Development for the Anti-Hunger Campaign

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: C31-000076/Marketing Strategy and Development for the Anti-Hunger Campaign

TO: City Council, City Clerk, and Council Solicitor

FROM: Leonard Lightner, Department Head

DATE: November 25, 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:

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):

000-09-0908-0003-46

- 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:

Faces International Marketing and Development, LLC- 523 Hamilton Street, Allentown, PA 18101

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

The contract term needs to be extended through June 30, 2020.

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

Currently we are under contract with the Vendor, which is set to expire on December 31, 2019. Bureau of Health would like to continue the engagement of professional services with Faces International, LLC in the sum of \$10,000 for marketing services provided under an anti-hunger initiative begun in 2019. The services would continue to expand the participation in the USDA's afterschool and summer meal programs to youth. Due to FACES knowledge and expertise, as well as success that occurred in 2019 with increased meals provided to youth through their anti-hunger campaign, we would like to keep the continuity of services in motion. The extension of services would be completed by June 30, 2020.

- 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 current contract sum:	\$25,000.00
<u>Current Increase</u>	<u>\$10,000.00</u>
	\$35,000.00

- 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:

Bureau of Health would like to continue the engagement of professional services with Faces International, LLC in the sum of \$10,000 for marketing services provided under an anti-hunger initiative begun in 2019.

- 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