



REPORT TO COUNCIL

City of Sacramento

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915 I Street, Sacramento, CA 95814-2671
www.CityofSacramento.org

CONSENT
September 27, 2005

Honorable Mayor and
Members of the City Council

Subject: Contract: Official Newspaper for City Advertising (B051187037)

Location/Council District: Citywide

Recommendation:

Adopt a Resolution authorizing the City Manager to enter into a contract with *The Daily Recorder* in the amount of \$23,500 for official advertising.

Contact: Dawn Bullwinkel, Assistant City Clerk, (916) 808-7267; Ralph Clouse, Program Analyst, (916) 808-8796

Presenters: None

Department: Office of the City Clerk

Division:

Organization No: 0700

Summary: Sacramento City Code 3.56.260 requires Council to annually award a contract for official advertising for the City. Accordingly, Council shall award the contract for such official advertising to the lowest responsible bidder publishing a daily newspaper of general circulation in the City.

Attachment 1 is a tabulation of pricing submitted from sealed bids received by the City Clerk for Official Newspaper for City Advertising. Staff recommends adopting the attached Resolution awarding a contract to *The Daily Recorder*, in a total amount not to exceed \$23,500 per contract year for this one-year contract. The contractor is not a City of Sacramento certified Small Businesses.

Committee/Commission Action: None.

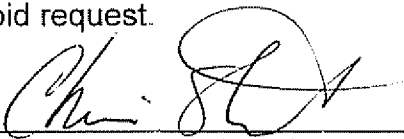
Background Information: Current City Code relating to "contracts for Official Advertising," adopted in 1977 as part of ordinance number 3978, and amended in 1992 as ordinance 92-031, requires the annual award of a contract for "official advertising" by the City. (Sacramento City Code Section 3.56.260)

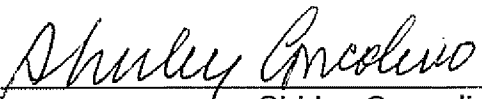
Financial Considerations: The amount of the contract under consideration is \$23,500 per annum. Funds will come from various City departments' advertising budgets as required.

Environmental Considerations: None

Policy Considerations: The recommendation is consistent with the requirements for competitive bidding and for the establishment of the City's "official newspaper" as detailed in Section 3.56.270 of the Sacramento City Code. While the dollar amount of this contract is within the City Manager's authority, City Code Section 3.56.260 requires that the City Council award the contract for official City advertising.

Emerging Small Business Development (ESBD): As required by API 1, the Invitation For Bid was posted on the City's Webpage for a minimum of seven (7) working days. In addition, Invitations For Bid were sent to seven (7) Newspapers, 2 of which are certified as Emerging/Small Business Enterprises (E/SBE). *The Daily Recorder* is not a City-certified E/SBE firm but was the only respondent to the bid request.

Reviewed and Approved by: 
Christopher Stewart
Procurement Services Manager

Approved by: 
Shirley Concolino
City Clerk

RECOMMENDATION APPROVED:



ROBERT P. THOMAS
City Manager

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ATTACHMENT 1

BID NO. B051187037 – Official Newspaper for City Advertising

Name of Bidder	Bid Amount	5% E/SBE Preference	Prompt Payment Discount	1% City Tax Discount	Evaluation Total
<i>The Daily Recorder</i>	23,500.00	N/A	N/A	N/A	23,500.00

Award of Contract To: *The Daily Recorder*
 901 H St., Suite 312
 Sacramento, CA 95814

Using Department: Office of the City Clerk

Bid Due Date: August 10, 2005

<u>Total No. of Bids Solicited</u>	<u>No. of E/SBE Bids Solicited</u>	<u>No. of E/SBE Responses</u>	<u>Award to E/SBE Vendor</u>
7	2	0	No

RESOLUTION NO.

Adopted by the Sacramento City Council

APPROVING BID SPECIFICATIONS AND AWARDING OFFICIAL NEWSPAPER FOR CITY ADVERTISING CONTRACT IN AN ANNUAL AMOUNT NOT TO EXCEED \$23,500 PER CONTRACT YEAR

BACKGROUND

- A. Sacramento City Code 3.56.260 requires Council to annually award a contract for official advertising for the City.
- B. Accordingly, Council shall award the contract for such official advertising to the lowest responsible bidder publishing a daily newspaper of general circulation in the City.

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1. Specifications for Bid No. B051187037 for Official Newspaper for City Advertising are hereby adopted and contract awarded to the lowest responsible bidder.
- Section 2. The City Manager is hereby authorized to issue the necessary purchase order for this purchase to *The Daily Recorder*, in the amount of \$23,500 per contract year.