



# City of Grand Island

Tuesday, July 9, 2013

Council Session

## Item G-11

**#2013-222 - Approving Advertising Contract with the Grand Island Independent**

Staff Contact: Brenda Sutherland

# Council Agenda Memo

**From:** Brenda Sutherland, Human Resources Director

**Meeting:** July 9, 2013

**Subject:** Approving Contract with Grand Island Independent for Newspaper Advertising

**Item #'s:** G-11

**Presenter(s):** Brenda Sutherland, Human Resources Director

## Background

The City of Grand Island has entered into contracts with the Grand Island Independent for newspaper advertising. The contracts cover advertising for all departments in the City. Advertising that falls under the heading of “legals” is handled separately as that rate is defined by State bid.

## Discussion

The last contract was for a commitment of \$30,000. The City has exceeded that amount and therefore it seems prudent to increase the amount of the contract to take advantage of the best pricing possible. The contract being proposed this year is for a \$40,000 commitment. This amount is conservative and falls below our current usage. However, should different avenues be used for advertising or a cutback in spending occur, we would then be charged the rate that was appropriate for that level of usage. The contract is attached and the rates are listed. The daily rate has increased from the prior contract from \$11.70 to \$11.87 and the Sunday rate increased from \$11.87 to \$12.10. The daily retail rate has increased from \$15.16 to \$15.66 and the Sunday retail rate has increased from \$16.01 to \$16.56.

As this contract exceeds \$20,000, City procurement rules would require the City advertise a RFP or use the bid process to obtain quotes for service. The Council passed Resolution 2011-254 that named the Grand Island Independent as a sole source provider and therefore there were no other quotes obtained. The Grand Island Independent is our only local daily paper. The City does use other local weekly papers and this would not prohibit that practice.

## **Alternatives**

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to approve
2. Refer the issue to a Committee
3. Postpone the issue to future date
4. Take no action on the issue

## **Recommendation**

I recommend that the advertising contract with the Grand Island Independent be approved.

## **Sample Motion**

Move to approve the advertising contract with the Grand Island Independent.

  
**Advertising Contract**

This agreement is made between The Grand Island Independent, hereinafter referred to as the Publisher, and City of Grand Island, hereinafter referred to as the advertiser.

**Provisions:**

This contract is an annual dollar volume agreement based on the advertiser's total planned investment with the Publisher and shall be in effect June 1, 2013 through May 31, 2014. The advertising rates assigned to the volume levels will be consistent with rates published in the most current Rate Card. The provisions of this contract shall consist of (1) the declarations of the agreement contained in this document and (2) the current Advertising Rate Card of The Grand Island Independent, which includes the Publisher's policies. The Publisher additionally stipulates that an advertiser bears full responsibility for the payment of all advertising charges.

**Declarations:**

1. In consideration of the Advertiser's agreement to advertise \$ 40,000 with The Grand Island Independent, the Advertiser will earn the column inch rates according to the current rate card.
2. In the event the Advertiser does not fulfill the dollar volume agreement, the Publisher will invoice the Advertiser for the difference between the rate billed and the rate earned on the inches that have been published.
3. This agreement may be cancelled by either party by providing a 30 day written notice. In the event the contract is terminated prior to fulfillment, the earned rates will be applied to the published inches.
4. Payment is due the 25<sup>th</sup> of the month following publication or services.
5. Additional contract entitlements:

Classified Rate will be locked in at \$11.87 Daily and \$12.10 Sunday.  
Retail Rates will be locked in at \$15.66 Daily and \$16.56 Sunday.

**Authorization:**

The terms and conditions of the agreement are hereby ratified and placed into force as agreed upon.

City of Grand Island Account # 22601 \_\_\_\_\_  
Business Name the Independent Representative Date

\_\_\_\_\_  
Authorized Signature Date the Independent Advertising Director Date

RESOLUTION 2013-222

WHEREAS, the City of Grand Island advertises in the Grand Island Independent;  
and

WHEREAS, the Grand Island Independent was approved as a sole source provider by the Grand Island City Council under Resolution 2011-254 ; and

WHEREAS, the rates listed in the contract will remain in effect from June 1, 2013 until the end of the contract on May 31, 2014.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that the Mayor is hereby authorized to execute the aforementioned contract with the Grand Island Independent.

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Adopted by the City Council of the City of Grand Island, Nebraska, July 9, 2013.

\_\_\_\_\_  
Jay Vavricek, Mayor

Attest:

\_\_\_\_\_  
RaNae Edwards, City Clerk

Approved as to Form    ✕ \_\_\_\_\_  
July 8, 2013            ✕ City Attorney