



City of Grand Island

Tuesday, September 13, 2011

Council Session

Item G29

**#2011-254 - Approving Contract with The Grand Island
Independent for Newspaper Advertisement**

Staff Contact: Brenda Sutherland

Council Agenda Memo

From: Brenda Sutherland, Human Resources Director

Meeting: September 13, 2011

Subject: Approving Contract with Grand Island Independent for Newspaper Advertising

Item #'s: G-29

Presenter(s): Brenda Sutherland, Human Resources Director

Background

The City of Grand Island entered into a contract last year with the Grand Island Independent for newspaper advertising. That contract covered 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

Last year’s contract was for a commitment of \$20,000 of advertising, 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 \$30,000 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 should still meet our obligation.

As this contract exceeds \$20,000, per the City procurement rules a RFP was advertised and one proposal was submitted. The Grand Island Independent is our only local daily paper and the only vendor that has presented a proposal to the City and as such, I would recommend that the City Council approve them as the sole source for our local newspaper advertising so that we don’t go out for and RFP every year. 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 and that they be approved as the sole source vendor.

Sample Motion

Move to approve the advertising contract with the Grand Island Independent and approve as a sole source vendor.



Jason Eley, Purchasing Agent

*Working Together for a
Better Tomorrow, Today*

**REQUEST FOR PROPOSAL
FOR
LOCAL DAILY NEWSPRINT ADVERTISING**

RFP DUE DATE: August 15, 2011 at 4:00 p.m.

DEPARTMENT: Human Resources

PUBLICATION DATE: July 28, 2011

NO. POTENTIAL BIDDERS: 1

SUMMARY OF PROPOSALS RECEIVED

The Grand Island Independent
Grand Island, NE

cc: Brenda Sutherland, Human Resources Director
Mary Lou Brown, City Administrator
Jason Eley, Purchasing Agent

Amy Hall, HR Specialist

P1493



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 September 1st, 2011 through August 31st, 2012. 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 invest **\$30,000.00** annually 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 25th of the month following publication or services.
5. Additional contract entitlements:

Classified: Daily \$11.70 Sunday \$11.87

Retail: Daily \$15.16 Sunday \$16.01

The above rates will be in effect until the end of the contract August 31, 2012

Authorization:

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

City of Grand Island Account #10022599
Business Name 10022600
10040900; 10043666; 10022601; 10023400
10039075; 10040440; 10043675; 10040925

Paul Frombgen _____
The Independent Representative Date

Authorized Signature Date

The Independent Advertising Director

RESOLUTION 2011-254

WHEREAS, the City of Grand Island has advertised a request for proposals for newspaper advertising; and

WHEREAS, the Grand Island Independent presented the sole proposal ; and

WHEREAS, it is requested that the Grand Island Independent be considered the sole source vendor for local newspaper advertising; and

WHEREAS, the rates listed in the contract will remain in effect from September 1, 2011 until the end of the contract on August 31, 2012,

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 and the Grand Island Independent be considered the sole source for newspaper advertising.

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Adopted by the City Council of the City of Grand Island, Nebraska, September 13, 2011.

Jay Vavricek, Mayor

Attest:

RaNae Edwards, City Clerk