



Legislation Text

File #: 22-0879, **Version:** 1

Recommendation to adopt resolution authorizing City Manager, or designee, to execute a contract, and any necessary documents including any necessary subsequent amendments, with California Newspapers Partnership, of Colorado Springs, CO, to provide local advertising that targets the readership of the local newspaper, in a total annual amount not to exceed \$250,000, with a 20 percent contingency in the amount of \$50,000, for a total annual contract amount not to exceed \$300,000, for a period of one year, with the option to renew for four additional one-year periods, at the discretion of the City Manager. (Citywide)

City Council approval is requested to enter into a contract, without advertising for bids, with California Newspapers Partnership to provide local advertising that targets the readership of the local newspaper, specifically, the Press-Telegram. The Press-Telegram is the sole local newspaper of general daily circulation in the City of Long Beach (City).

Per the Long Beach City Charter, contracts for City purchases must be locally advertised "in a daily newspaper of general circulation in the City." Per CA Section 6000-6008, a "newspaper of general circulation" is a newspaper published for the dissemination of local or telegraphic news and intelligence of a general character, which has a bona fide subscription list of paying subscribers, and has been established, printed and published at regular intervals in the State, county, or city where publication, notice by publication, or official advertising is to be given or made for at least one year preceding the date of the publication, notice or advertisement. The Press-Telegram is the only newspaper in the City that qualifies as a legally adjudicated newspaper with a large readership.

City Charter Section 1801 requires that contracts for City purchases be awarded to the lowest responsible bidder after a competitive bid process but allows for awards without a competitive bid process when authorized by a Resolution adopted by the City Council.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on July 13, 2022, Business Services Bureau Manager Tara Mortensen on June 21, 2022, and by Revenue Management Officer Geraldine Alejo on July 6, 2022.

City Council action to adopt a Resolution and award a contract concurrently is requested on August 2, 2022 to ensure the contract is in place expeditiously.

The total annual contract amount will not exceed \$300,000 inclusive of a 20 percent contingency. The cost for this contract is budgeted in various fund groups and departments. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. The award of this contract will provide continued support to our local economy by assisting in the preservation of employment for 20 full-time employees in Long Beach.

Approve recommendation.

[Enter Body Here]

KEVIN RIPER
DIRECTOR OF FINANCIAL MANAGEMENT

APPROVED:

THOMAS B. MODICA
CITY MANAGER