




**CITY OF CARSON**  
**INTEROFFICE MEMORANDUM**

**TO:** DAVID C. ROBERTS JR., CITY MANAGER  
WILLIAM JEFFERSON, FINANCE DIRECTOR   
**FROM:** TARIK RAHMAN, DEPUTY CITY MANAGER  
**CC:** JOSILLA TOGIOLA, PURCHASING MANAGER  
**SUBJECT:** PURCHASING WAIVER – FORMAL BIDDING AND WRITTEN CONTRACT (LOS ANGELES BUSINESS JOURNAL)  
**DATE:** JANUARY 3, 2024

Based on the provisions outlined in Section 2611(e) of the Carson Municipal Code, and in light of our strategic objectives and the unique offerings provided by Los Angeles Business Journal, "LABJ," I am requesting a waiver of the formal bidding requirements for the contract with LABJ for the City of Carson's 2024 Custom Campaign, as permitted in the City's purchasing ordinance referenced below:

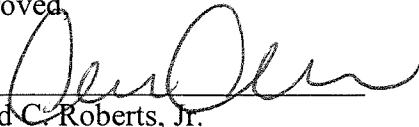
*Section 2611 Exceptions to Bidding Requirements for Purchases Other Than for Public Projects  
(e) Sole Source Purchasing - The City Manager may dispense with this Chapter's bidding requirements if he or she finds that the materials, supplies, equipment, or services are unique because of their quality, durability, availability, or fitness for a particular use and are available only from one (1) source, or, if available from more than one (1) source, can be purchased from the manufacturer or service provider for a lower price. If the cost of such sole source purchasing is \$25,000 or greater, then the City Council's approval shall be required.*

The services provided by LABJ are uniquely positioned to meet the City of Carson's strategic marketing objectives and are not readily available from other sources with the same level of impact and customization. The proposal includes a comprehensive media campaign that aligns with our economic development goals and strategic marketing initiatives, making LABJ a singular source for these services.

I have attached the draft contract and the revised proposal for your review. Additionally, I will ensure that approval of the sole source exemption is properly documented and attached to this waiver request for transparency and due diligence.

I appreciate your assistance in finalizing this waiver and ensuring that we comply with all necessary procedures while advancing the City's interests effectively. Thank you for your attention to this matter.

Approved



David C. Roberts, Jr.  
City Manager



## Marketing Proposal

In partnership with the  
**LOS ANGELES BUSINESS JOURNAL**

**December 21, 2023**

**For:**

**Tarik Rahmani**

Deputy City Manager

**Margie Revilla**

Public Relations Commission

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**From:**

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### **Client Objectives & Goals:**

1. Partner with **City of Carson** to provide a targeted media outlet to the business community, initiating their objective of establishing themselves as the leader of business development in Los Angeles.
2. Create an informational and assorted media campaign, positioning **City of Carson** as a desired place to Live, Work, and Play. Highlighting their community development projects, blossoming cultural scene, and advocacy for small to large market businesses.
3. Inform businesses of **City of Carson's** commitment to their growing community and economic development spotlighting diverse local Carson business owners in conjunction with their **State of the City Address, Small Business Month, and the initiatives of the ISPM team.**

### **Media Strategy:**

Utilize Los Angeles Business Journal's media portfolio as the stage to showcase and educate the business community through print, digital and event sponsorship programs with authentic marketing executions to meet the client's objectives. Campaign will target decision makers within the growing business community in Los Angeles. City of Carson will be illuminated as the premiere business and must visit cultural destination.

### **Timing:**

January 2024 – December 2024

# CITY OF CARSON

## 2024 CUSTOM CAMPAIGN PROPOSAL

**2024 Custom Campaign Total Investment** **\$88,650**

*\*All rates are net*

### LOS ANGELES BUSINESS JOURNAL PRINT ENGAGEMENT

(5) FULL PAGE ADS (see cost below)

(13) HALF PAGE ADS: \$3,500 ea.

#### (5) Print Recommended Issues: Promoting State of the City Address, March 2024

<u>Date</u>	<u>Cost</u>	<u>Placement Location</u>
Jan 29	\$3,500	Far Forward Right Hand Read
Feb 12	\$3,500	Far Forward Right Hand Read
Feb 19	\$3,500	Far Forward Right Hand Read
Feb 26	\$3,500	Far Forward Right Hand Read
Mar 4	\$3,500	Far Forward Right Hand Read

#### (3) Print Recommended Issues: Promoting Small Business Month, May 2024

<u>Date</u>	<u>Cost</u>	<u>Placement Location</u>
May 6	\$3,500	Far Forward Right Hand Read
May 13	\$3,500	Far Forward Right Hand Read
May 20	\$3,500	Far Forward Right Hand Read

#### (10) Print Recommended Issues: Promoting City of Carson's Initiatives

<u>Date</u>	<u>Cost</u>	<u>Placement Location</u>
June 3	\$3,500	<b>Special Edition: LA 500 – The 500 Most Influential People in L.A. (Added Value: Upgrade to Full Page)</b> Far Forward Right Hand Read or Civic Leadership
June 17	\$3,500	Special Report - Industrial Real Estate
July 22	\$3,500	Special Report - Real Estate Quarterly
Aug 12	\$5,000	<b>Event Sponsorship: Real Estate Trends - Platinum Sponsor (Full Page Included)</b>
Sep 9	\$3,500	Far Forward Right Hand Read
Oct 7	\$3,500	<b>Special Edition: Wealthiest Angelenos – Profiling the 50 richest Los Angeles Billionaires.</b> Far Forward Right Hand Read
Oct 21	\$3,500	<b>Best Cities to Live, Work &amp; Play (Added Value: Upgrade to Full Page)</b>
Nov 25	\$5,000	<b>Event Sponsorship: Disruptors Awards - Gold Sponsor (Full Page Included)</b>
Dec 2	\$3,500	Far Forward Right Hand Read
Dec 30	\$3,500	<b>Special Edition: Book of Lists 2025 (Added Value: Upgrade to Full Page)</b> Far Forward Right Hand Read or Fastest Growing Private Companies

**City of Carson's Total Print Investment** **\$66,200**

**Total Print Advertising Value** **\$181,780**

**2 Page Coverwrap Option:** **\$14,000 ea.**

\*Any of the above issues can be swapped for a coverwrap. A new issue (not listed above) can also be selected for a coverwrap.

Please note that this is a special rate we're extending to you due to the high frequency of this campaign (a \$28,000 value).

## DIGITAL MARKETING FOR STATE OF CITY ADDRESS & SMALL BUSINESS MONTH

We offer news and analysis on [www.labusinessjournal.com](http://www.labusinessjournal.com) and the opportunity to place high impact ROS Ads on our newly designed site. We deliver a qualified *local* business audience of well-educated, established professionals.

### **ONLINE TRAFFIC**

Monthly Unique Visitors	198,769
Monthly Pageviews	324,234

### **RUN OF SITE DIGITAL ADVERTISING ON LABUSINESSJOURNAL.COM**

Drive SEO with prominent high impact sizes: 728 x 90, 970 x 250, 300 x 600, 300 x 250, and 320 x 50 on LABJ website (rotating all sizes).

#### **Run Of Site Recommendation:**

Promoting State of the City Address	Promoting Small Business Month
50k impressions starting February 7 <sup>th</sup> through March 20 <sup>th</sup> (Event on 3/21) 50k per month x 2 months @ \$35 per thousand	50k impressions across May 50k per month x 1 month @ \$35 per thousand

City of Carson's LABJ 150k Run Of Site Digital Investment

\$5,250

### **DEDICATED EMAIL MARKETING**

Guaranteed cobranded email message with LABJ sent directly to 42,000 (minimum) subscribed inboxes.

#### **Dedicated Email Recommendation:**

Promoting State of the City Address
1x Dedicated email sent in February. 1x Dedicated email sent in March.

City of Carson's LABJ 2x Dedicated Email Digital Investment:

\$4,000

### **DAILY DIGITAL NEWSLETTER**

Twice per day (am/pm). Distribution: 45,000 +/- per day.

Size: 970 x 250.

#### **Daily Digital Newsletter Recommendation:**

Promoting State of the City Address	Promoting Small Business Month
8X newsletters @ \$400/day 2/5 – 3/20 (Event on 3/21)	4X newsletters @ \$400/day in May

City of Carson's LABJ 12 days of Daily Digital Newsletter Investment:

\$4,800

City of Carson's Digital Investment For State of City Address & Small Business Month  
Digital Investment Value

\$14,050  
\$28,900

## DIGITAL MARKETING FOR CITY OF CARSON INITIATIVES

### DAILY DIGITAL NEWSLETTER

Twice per day (am/pm). Distribution: 45,000 +/- per day.

Size: 970 x 250.

### DIGITAL NEWSLETTER SCHEDULE

Month	Week	Cost
June	1	\$300
June	2	\$300
June	3	\$300
June	4	\$300
July	1	\$300
July	2	\$300
July	3	\$300
July	4	\$300
Aug	1	\$300
Aug	2	\$300
Aug	3	\$300
Aug	4	\$300
Sep	1	\$300
Sep	2	\$300
Sep	3	\$300
Sep	4	\$300
Oct	1	\$300
Oct	2	\$300
Oct	3	\$300
Oct	4	\$300
Nov	1	\$300
Nov	2	\$300
Nov	3	\$300
Nov	4	\$300
Dec	1	\$300
Dec	2	\$300
Dec	3	\$300
Dec	4	\$300

**City of Carson's LABJ 28 Days of Daily Digital Newsletter Investment:**

\$8,400

*Digital Investment Value*

\$33,600

**City of Carson's Total Digital Investment**

\$22,450

*Total Digital Investment Value*

\$62,500

## LOS ANGELES BUSINESS JOURNAL EVENT ENGAGEMENT

### **2024 Real Estate Trends – Platinum Sponsor**

**Event Date: Aug 14<sup>th</sup>      Publication Date: Aug 19**

**Platinum Sponsor      \$5,000 (Included In Print Schedule) \$6,500 Value**

#### ***Key benefits:***

- Billed as Platinum Sponsor
- **Opportunity to participate as an economic panelist**
- Reserved table of 8 at event (with corporate logo)
- Verbal recognition as Platinum Sponsor by Publisher
- Opportunity to set up a marketing display table
- **Access to event registration list**
- **Full page advertisement in event issue**
- **Opportunity to submit full page (1000-word) article**
- **Platinum Sponsor on all digital media marketing**



### **2024 Disruptors Awards: LA's Fastest Growing Private Companies – Gold Sponsor**

**Event Estimated Date: Nov 20<sup>th</sup> (Finalizing)      Estimated Publication Date: Nov 25<sup>th</sup> (Finalizing)**

**Gold Sponsor      \$5,000 (Included In Print Schedule) \$8,000 Value**

#### ***Key benefits:***

- Billed as Gold Sponsor
- Reserved table of 8 at event (with corporate name)
- Verbal recognition by Publisher and/or Editor
- **Full page advertisement in post-event issue**
- **Corporate name on cover of post-event awards sections**
- **Gold Sponsor on all digital media marketing**



## 2024 CUSTOM CAMPAIGN PROPOSAL INVESTMENT SUMMARY

<u>PRINT</u>	<u>\$56,200</u>
<u>DIGITAL</u>	<u>\$22,450</u>
<u>EVENT</u>	<u>\$10,000</u>

Total Investment: \$88,650

TOTAL CAMPAIGN VALUE: (66% SAVINGS) \$258,780

*(All rates are net)*

*\*These rates are only applicable to this plan, if the plan is adjusted the rates will be adjusted as well.*

*Please reach out with any questions:*

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