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Title: CONSIDER APPROVAL OF CONTRACT SERVICES WITH LOS ANGELES BUSINESS JOURNAL FOR THE 2024 CUSTOM CAMPAIGN AND APPROVAL OF RESOLUTION NO. 24-007 "A RESOLUTION OF THE CITY OF CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2023-2024 BUDGET IN THE INNOVATION, SUSTAINABILITY, AND PERFORMANCE MANAGEMENT DEPARTMENT FOR LOS ANGELES BUSINESS JOURNAL SERVICES" (CITY COUNCIL)

Sponsors:

Indexes:

Code sections:

Attachments: 1. EXHIBIT NO. 1: Contract Services Agreement with LABJ, 2. EXHIBIT NO. 2: Budget Resolution 24-007, 3. EXHIBIT NO. 3: Purchasing Waiver

Date	Ver.	Action By	Action	Result
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Report to Mayor and City Council

Tuesday, January 09, 2024

Consent

SUBJECT:

CONSIDER APPROVAL OF CONTRACT SERVICES WITH LOS ANGELES BUSINESS JOURNAL FOR THE 2024 CUSTOM CAMPAIGN AND APPROVAL OF RESOLUTION NO. 24-007 "A RESOLUTION OF THE CITY OF CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2023-2024 BUDGET IN THE INNOVATION, SUSTAINABILITY, AND PERFORMANCE MANAGEMENT DEPARTMENT FOR LOS ANGELES BUSINESS JOURNAL SERVICES" (CITY COUNCIL)

I. SUMMARY

The City of Carson seeks to enhance its economic development and strategic marketing efforts by partnering with the Los Angeles Business Journal (LABJ) for a comprehensive media campaign throughout 2024. This initiative aims to position Carson as a premier business and cultural destination within the Los Angeles area, promoting the City's development projects, vibrant cultural scene, and support for businesses of all sizes. The proposed campaign includes print and digital marketing, event sponsorship, and a unique opportunity for coverwrap advertisements on select LABJ weekly prints, drawing from the LABJ's wide-reaching influence among business decision-makers in the region. The total investment for the custom campaign is \$88,650, offering the City significant value with a

66% saving on standard rates.

The contract services agreement outlines the terms and conditions of this partnership, including the scope of services, compensation, performance schedule, and other relevant details ensuring a successful collaboration between the City of Carson and LABJ. This staff report also includes a proposed budget resolution to allocate funds for this initiative, supporting the City's strategic objectives of economic growth and community engagement.

II. RECOMMENDATION

1. RATIFY WAIVER of the bidding requirements in Chapter 6 ("Purchasing System") of Title II of the Carson Municipal Code, pursuant to Carson Municipal Code Section 2611 (e) ("Sole Source Purchasing"); and
2. APPROVE the Contract Services Agreement with the Los Angeles Business Journal for the 2024 Custom Campaign, targeting economic development and strategic marketing initiatives for the City of Carson for an amount not to exceed \$88,650; and
3. AUTHORIZE the Mayor to execute the Agreement following approval as to form by the City Attorney.
4. WAIVE further reading and ADOPT Budget Resolution no. 24-007 "A RESOLUTION OF THE CITY OF CARSON CITY COUNCIL AMENDING THE FISCAL YEAR 2023-2024 BUDGET IN THE INNOVATION, SUSTAINABILITY, AND PERFORMANCE MANAGEMENT DEPARTMENT FOR LOS ANGELES BUSINESS JOURNAL SERVICES"

III. ALTERNATIVES

TAKE another action the City Council deems appropriate consistent with the requirements of the law.

IV. BACKGROUND

The City of Carson continually seeks opportunities to promote its economic development, enhance its visibility, and foster community engagement. The partnership with LABJ presents an innovative way to reach a targeted audience of business leaders and influencers, leveraging LABJ's diverse media platforms. The campaign's strategic approach, incorporating various marketing tools, is designed to position Carson prominently as a dynamic city that supports its business community and cultural development.

The contract services agreement with LABJ (Exhibit No. 1) outlines a range of marketing activities spanning January to December 2024, including print ads, digital marketing efforts, and event engagements tailored to the City's needs and strategic goals. The proposal also includes a special option for 2-page coverwrap advertisements, providing Carson with high-profile visibility in LABJ's widely circulated prints.

Regarding procurement, the City Manager has waived the bidding requirements under Carson

Municipal Code Section 2611(e) (sole source purchasing) which is permitted where 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. Here, the services provided by LABJ are uniquely positioned to meet the City's strategic marketing objectives and are not readily available from other sources with the same level of impact and customization. .V. **FISCAL IMPACT**

The total cost for the 2024 Custom Campaign is \$88,650. Funds for this project were not included in the Fiscal Year 2023-2024 budget; therefore, if the Contract Services Agreement is approved by the City Council, the Fiscal Year 2023-2024 budget will need to be amended via the proposed Budget Resolution no. 24-007 (Exhibit No. 2).

VI. EXHIBITS

1. Contract Services Agreement with LABJ (pgs. 3-35).
2. Budget Resolution 24-007 (pgs. 36-37)
3. Purchasing Waiver-Formal Bidding and Proposal (Los Angeles Business Journal) (pg. 39-46)

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