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CITY COUNCIL

AGENDA REPORT

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**TO:** Honorable Mayor and Members of the City Council

**VIA:** James DeStefano, City Manager

**TITLE:** **AUTHORIZATION TO EXCEED THE CITY MANAGER'S PURCHASING AUTHORITY TO APPROVE PROFESSIONAL SERVICES EXPENDITURES WITH SIMPSON ADVERTISING, INC. FOR SPECIALTY GRAPHIC DESIGN SERVICES IN AN AMOUNT NOT-TO-EXCEED \$80,400 FOR FISCAL YEAR 2014-15.**

**RECOMMENDATION:**

Approve.

**FINANCIAL IMPACT:**

There are sufficient funds allocated for this purpose in the approved FY14-15 budget.

**BACKGROUND:**

Established in 1972, Simpson Advertising, Inc. is a local creative design firm that provides a wide range of graphic design and marketing services. For many years, the City has enlisted the services of Simpson Advertising to help with the production of recurrent communication items as well as specialty marketing projects. Regular items include the City's annual calendar and services guide, annual environmental newsletter, quarterly recreation guide and monthly newsletter. Examples of larger scope projects include advertising and promotional literature for the Diamond Bar Center and annual bridal show, as well as economic development marketing materials. In project after project, Simpson Advertising has consistently produced professional, high-quality work on a quick turnaround and at very competitive rates.

Earlier this fiscal year, the City Council adopted an updated Purchasing Ordinance which included new guidelines for soliciting bids/proposals. The Public Information Division has released a Request for Proposals (RFP) for creative design professional services and will be evaluating the results in the coming weeks with a recommendation to the City Council to follow for Fiscal Year 2015-16. To ensure uninterrupted and timely production and design of previously scheduled outreach materials and documents to community in the interim, staff requests authorization to exceed the City Manager's purchasing authority and approve expenditures to Simpson Advertising, Inc. in an amount not to exceed \$80,400 for Fiscal Year 2014-15.

Prepared by:

Reviewed by:

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Public Information Manager

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Deputy City Manager