

City of Sacramento

Legislation Details (With Text)

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Type: Consent Item **Status:** Agenda Ready
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Title: Non-Professional Services Agreement: Playbill Advertising (Two-Thirds Vote Required)
Sponsors:
Indexes:
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Attachments:

Date	Ver.	Action By	Action	Result
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Title:
Non-Professional Services Agreement: Playbill Advertising (Two-Thirds Vote Required)

File ID: 2019-00559

Location: Citywide

Recommendation:

Pass a Motion: 1) suspending competitive bidding in the best interest of the City; and 2) authorizing the City Manager or the City Manager’s designee to execute a non-professional services agreement for playbill advertising services with Broadway Sacramento for an amount not to exceed \$120,900 with an initial one-year term and four one-year renewal terms, provided there is sufficient funding available in the adopted budgets for the applicable fiscal year.

Contact: Matt Eierman, Parking Services Manager, (916) 808-5849, Department of Public Works

Presenter: None

Attachments:

- 1-Description/Analysis
- 2-Contract
- 3-Playbill Ad

Description/Analysis

Issue Detail: For each performance of the Broadway at Music Circus and Broadway on Tour series, Broadway Sacramento provides every patron a copy of the playbill performance program. Since 2009, the City has been placing ads in the playbill that assist patrons with finding convenient parking in City garages when they visit theater venues. Parking Services staff is recommending the City enter into a one-year contract with options to extend the agreement for up to four additional one-term terms with Broadway Sacramento to place advertisements in playbill programs.

Policy Considerations: City Code Section 3.60.170(D) allows the City Council to suspend competitive bidding when, by a two-thirds vote, the City Council finds that it is in the best interest of the City to suspend.

Economic Impacts: None.

Environmental Considerations

California Environmental Quality Act (CEQA): No environmental review is necessary because the recommendations in the report involve the administrative purchase of advertising services and are not considered to be a project in accordance with Section 15378(b)(2) of the California Environmental Quality Act Guidelines.

Sustainability: This action supports the City of Sacramento's sustainability goals to improve and optimize the transportation infrastructure.

Commission/Committee Action: None.

Rationale for Recommendation: Each year, Broadway Sacramento produces the Broadway at Music Circus series at the Wells Fargo Pavilion and the Broadway on Tour series at the Community Center Theater. These performances draw thousands of patrons throughout the Sacramento region to the downtown area. For each performance, patrons are given a copy of the playbill performance program which contains performance information and advertisement opportunities for local restaurants and businesses.

The City's Parking Services Division manages parking garages in the downtown area that are within walking distance to Broadway Sacramento venues. Memorial Garage, located directly across the street from the Wells Fargo Pavilion at 15th Street and H Street, has over 1,000 parking spaces. Capitol Garage, located at 11th Street and L Street, has almost 1,000 parking spaces and is located a couple blocks west of the Community Center Theater. In 2018, the City generated approximately \$170,500 in parking revenues from patrons of Broadway Sacramento performances who parked in City-owned parking facilities.

Staff recommends suspension of competitive bidding for the proposed advertising services because

Broadway Sacramento is the only authorized publisher of playbills for performances of the Music Circus series at the Wells Fargo Pavilion and the Broadway on Tour series at the Community Center Theater. There are no other options available for advertising in the playbills. The City's parking advertisement helps theater patrons locate convenient parking and generates parking revenue for the City. Therefore, contracting with Broadway Sacramento for the playbill advertising services is in the best interest of the City. Accordingly, the Parking Services Division recommends that the City execute the proposed advertising agreement with Broadway Sacramento for an initial term of one year, with four one-year renewal options.

Financial Considerations: The cost for one advertisement in a full season of playbills for the Broadway on Tour series (five shows) is \$15,080 and for the Broadway at Music Circus series (six shows) is \$9,100. The total annual cost of the contract is \$24,180 with a not-to-exceed total amount of \$120,900, if all renewal options are exercised. There is sufficient funding available in the Fiscal Year (FY) 2018/19 Department of Public Works, Parking Services Division's operating budget (Parking Fund, Fund 6004) for playbill advertising services for FY2018/19. Extensions of the contract in succeeding fiscal years shall be subject to funding availability in the adopted budget of the applicable fiscal year.

Local Business Enterprise (LBE): Broadway Sacramento is an LBE.