

**CITY OF COLUMBUS  
BID WAIVER INFORMATION FORM**

TO ACCOMPANY LEGISLATION WHICH WAIVES ANY PROVISIONS OF COLUMBUS CITY CODES CHAPTER 329  
(PLEASE LIMIT YOUR RESPONSE TO THIS SHEET)

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1. Reasons for waiving City Code bid procedure:

- emergency breakdown causing unplanned need
- item to be purchased is of a perishable nature
- need to extend an existing contract
- there is not enough time to obtain formal bids to satisfy need
- non-price error on either the bidder's or the City's part in the bid proposal
- a new law or regulation requires immediate compliance
- other Experience of vendor appropriate for the project

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2. Detailed explanation of reason (must be completed by division):

Columbus Recreation and Parks Department (CRPD) has worked with a variety of marketing and branding firms in the past. For this campaign, CRPD felt it was important to choose a firm that was local and, if possible, has a focus on community and non-profit campaigns. Fulcrum Creatives, located in Columbus Ohio, is a certified B Corporation. They are one of the few marketing firms in the nation that has this accreditation and the only one in Central Ohio. B Corp is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. B Corps are for-profit companies certified by the nonprofit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency.

Fulcrum Creatives portfolio includes work for the Ohio Arts Council, the Cause Collaborative, City Year, Action for Healthy Kids, Columbus Museum of Art and Local Matters: Food Matters.

Other agencies were considered but there were no proposals requested since those vendors do not focus on non-profit organizations and did not have the unique experience working with hunger programs that Fulcrum has.

In addition, a campaign like this will require as much as two months or more to create. The food program begins at the end of spring so there is not enough time to obtain formal bids from multiple vendors and develop a campaign in time for the food program kick off.

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3. Informal procedure used:

- telephone quotations
- written quotations
- negotiations

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4. Informal bids received and prices for each:

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5. If lowest bid was not accepted, explain criteria for award:

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ORDINANCE #:

APPROVED BY:

Authorized Approval on Corresponding Legislative File

DATE:

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