



Legislation Text

File #: 0369-2017, Version: 1

BACKGROUND: This ordinance authorizes the Director of the Office of Diversity and Inclusion (ODI) to enter into contract with Progressive Marketing & Management Agency (PMM) for special event planning services up to a contract maximum amount of \$450,000. PMM services will include coordination and marketing for the first Ohio Municipalities Business Conference (OMBC). PMM will work with ODI to market the conference throughout the state and raise sponsorships and registration. The goal of the conference is to increase business opportunities and expand capacity of diverse business owners throughout the State of Ohio. A key focus will be to increase business prospects among small, minority, and women owned businesses. Ohio cities with populations greater than 20,000, transit authorities, public universities, school districts, and other targeted organizations are expected to participate. It is anticipated that the conference will be held in Columbus Ohio on August 2-3, 2017.

RFP Information: RFQ003243 for the OMBC Consultant Request for Proposals was published on October 12, 2016 with responses due on November 11, 2016. The city received (5) responses.

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| 1. Policy Works, LLC | Vendor #003964 |
| 2. PMM Agency | Vendor #005724 |
| 3. Baker Creative | Vendor #012514 |
| 4. The Saunders Company | Vendor #008789 |
| 5. DAR Public Relations, Inc. | Vendor #004789 |

An evaluation committee of three (3) members independently reviewed the responses. The evaluation committee consisted of representatives from the Office of Diversity and Inclusion. The committee selected two (2) companies for further consideration and presentations. At the conclusion of the presentations and upon further discussion, the committee unanimously recommended contracting with Progressive Marketing & Management Agency (PMM).

The maximum obligation of the City for PMM's event planning services is limited to \$150,000.00. The maximum obligation of the City for expenses related to the conference is limited to \$300,000.00. PMM is expected to raise sponsorship money in the amount of \$300,000.00 to offset City funds. PMM will be an authorized fiscal agent and will provide a bond to the City in the amount of \$25,000.00.

PMM's contract compliance expires 3/15/2019. This vendor holds MBE certification with the City of Columbus.

Fiscal Impact: This ordinance authorizes an expenditure up to \$450,000.00 with Progressive Marketing & Management Agency (PMM) for event planning and marketing services for the Office of Diversity and Inclusion related to the 2017 Ohio Municipalities Business Conference. ODI's 2017 general fund operating budget allocates \$150,000.00 for this contract and transfers \$35,000 from various Public Utilities funds, \$20,000 from the Street Construction Maintenance and Repair Fund, and \$230,500 from the Special Income Tax (SIT) Fund to Fund 2288 for this contract. These transfers, along with the existing cash balance of \$14,500 in Fund 2288, will all be appropriated to establish the contract with PMM. Sponsorship revenue generated by PMM will be utilized to reimburse the SIT Fund up to \$230,500.00.

Emergency Justification: Emergency legislation is requested in order to facilitate the timely coordination of the 2017 Ohio Municipalities Business Conference.

To authorize the appropriation of \$230,500.00 within the Special Income Tax Fund; to authorize and direct the City Auditor to transfer \$435,500.00 from various funds to the Small Business Education and Training Fund; to authorize the appropriation of \$450,000.00 within the Small Business Education and Training Fund; to authorize the Director of the Office of Diversity and Inclusion to enter into contract with Progressive Marketing & Management Agency for coordination and marketing services for the first Ohio Municipalities Business Conference; to authorize the expenditure of \$450,000.00 from the Small Business Education and Training Fund; and to declare an emergency. (\$450,000.00)

WHEREAS, the Office of Diversity and Inclusion (“ODI”) advertised and solicited formal bids via RFQ003243 on October 12, 2016 for which the Director recommended the award of the contract for coordinating and marketing the 2017 Ohio Municipalities Business Conference (“OMBC”) to Progressive Marketing & Management Agency (PMM); and

WHEREAS, the goal of the conference is to increase business opportunities and expand capacity of diverse business owners throughout the State of Ohio by matching businesses with opportunities from municipalities and other quasi-governmental organizations; and

WHEREAS, it is anticipated that the conference will be held in Columbus Ohio on August 2-3, 2017; and

WHEREAS, the maximum obligation of the City for PMM’s event planning services is \$150,000.00 and the maximum obligation of the City for expenses related to the conference, and which are supported by documentation of costs incurred by PMM, having been reviewed and approved by the ODI Director, is \$300,000.00; and

WHEREAS, PMM will be an authorized fiscal agent for the City and will provide a bond to the City in the amount of \$25,000.00; and

WHEREAS, it is necessary to appropriate funds within the Special Income Tax Fund; and

WHEREAS, it is necessary to transfer monies from various funds into the Small Business Education and Training Fund; and

WHEREAS, it is necessary to appropriate funds within the Small Business Education and Training Fund; and

WHEREAS, PMM is expected to market sponsorship packages to businesses across the region to offset conference expenses, with all sponsorship revenue to be deposited directly into special revenue fund 2288; and

WHEREAS, it is necessary to authorize the expenditure of funds for this agreement within the Small Business Education and Training Fund; and

WHEREAS, an emergency exists in the usual daily operation of the Office of Diversity and Inclusion in that it is immediately necessary to transfer funds and to authorize the Director to enter into a contract with PMM to coordinate the OMB Conference in a timely manner, thereby preserving the public health, peace, property, safety, and welfare; NOW, THEREFORE

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBUS:

SECTION 1. That the Director of the Office of Diversity and Inclusion is hereby authorized to enter into contract with Progressive Marketing & Management Agency for event planning/coordination, marketing and fiscal agent services for the 2017 Ohio Municipal Business Conference.

SECTION 2. That the Director of the Office of Diversity and Inclusion is hereby authorized to expend up to \$150,000.00 for event planning services and up to \$300,000.00 for conference expenses, or so much thereof as may be necessary in object class 03 contractual services, per the accounting codes in the attachment to this ordinance.

SECTION 3. That any funds received from registration, vendor or sponsorship fees shall be submitted directly to the City’s Fund 2288.

SECTION 4. That from the unappropriated monies in the Special Income Tax Fund, Fund 4430 Subfund 443001, and from all monies estimated to come into said fund from any and all sources and unappropriated for any other purpose during the fiscal year ending December 31, 2017, the sum of \$230,500.00 be and hereby is appropriated per the account codes in the attachment to this ordinance.

See attachment: 0369-2017 EXP.xls

SECTION 5. That the City Auditor is hereby authorized and directed to transfer appropriations within various funds, per the account codes in the attachment to this ordinance.

See attachment: 0369-2017 EXP.xls

SECTION 6. That the City Auditor is hereby authorized to transfer monies from various funds in the total amount of \$435,500 to the Small Business Education and Training Fund, fund 2288, subfund 228801 per the table below and the account codes in the attachment to this ordinance.

TTransfer From:		
FFund	Subfund	Amount
22265	000000	\$ 20,000
66300	000000	\$ 2,135
66000	000000	\$ 13,580
66100	000000	\$ 15,225
66200	000000	\$ 4,060
11000	000010	\$ 150,000
44430	443001	\$ 230,500
TTransfer To:		
FFund	Subfund	Amount
22288	228801	\$ 435,500

See attachment: 0369-2017 EXP.xls

SECTION 7. That from the unappropriated monies in the Small Business Education and Training Fund, Fund 2288, Subfund 228801, and from all monies estimated to come into said fund from any and all sources and unappropriated for any other purpose during the fiscal year ending December 31, 2017, the sum of \$450,000 be and hereby is appropriated per the account codes in the attachment to this ordinance.

See attachment: 0369-2017 EXP.xls

SECTION 8. That the City Auditor is authorized to make any accounting changes necessary to revise the funding source for all contracts or contract modifications associated with this ordinance.

SECTION 9. That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriated, and the

City Auditor shall establish such accounting codes as necessary.

SECTION 10. That for the reasons stated in the preamble hereto, which is hereby made a part hereof, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.