



City of Columbus

Office of City Clerk
90 West Broad Street
Columbus OH 43215-9015
columbuscitycouncil.org

Legislation Text

File #: 2426-2013, Version: 1

Columbus City Council appropriated \$250,000 in April of 2013 to help the Columbus Recreation and Parks Department create more public awareness and expand our summer and afterschool food programs to include additional sites to reach underserved members of our community. With these monies, we were able to increase sites as well as purchase radio, television and social media advertising to inform the community about safe locations where their children could go to receive nutritious meals, and participate in learning opportunities and physical activities. The Recreation and Parks Department also piloted the summer feeding program at two mobile sites on the east side for the first time in which we provided staffing and refrigerated trucks to serve the children in those two communities with this additional funding support from Council. We are now asking Columbus City Council to approve the expenditure of \$30,000 with the Dispatch Media Group to continue our outreach efforts relative to the afterschool food program. This ordinance waives the competitive bidding provisions of the City Code, Sections 329.12, 329.13 & 329.14.

Principal Parties:

Ashley VuKovic (contact)
770 Twin Rivers Drive
Columbus, OH 43215
31-0711250

The contract compliance number for WBNS-TV, Inc. is 31-0711250 and expires on March 16, 2014.

Emergency action is requested in order to immediately address the scheduled promotional activities.

FISCAL IMPACT:

Recreation and Parks Fund 285 - \$30,000.00

To authorize and direct the Director of Recreation and Parks to enter into a contract with Dispatch Media Group to promote and advertise the department's afterschool feeding program; to waive the competitive bidding provisions of the City Code, Sections 329.12, 329.13 and 329.14; to authorize the expenditure of \$30,000 from the Recreation and Parks Operating Fund; and to declare an emergency. (\$30,000.00)

WHEREAS, it has been a priority of Columbus City Council to identify opportunities to increase awareness of our summer and afterschool feeding program; and

WHEREAS, the Columbus Recreation and Parks Department wishes to contract with Dispatch Media Group as it is the only single local entity that can provide TV, digital and print advertising services to reach our desired audience; and

WHEREAS, in order to enter into this contract, this ordinance waives the competitive bidding provisions of the City Code, Sections 329.12, 329.13 and 329.14; and,

WHEREAS, an emergency exists in the usual daily operation of the Columbus Recreation and Parks Department in that it is immediately necessary to enter into this contract for the immediate preservation of 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 Columbus Recreation and Parks is hereby authorized and directed to enter into a contract with Dispatch Media Group for the provision of a media driven public awareness campaign in central Ohio designed to inform the community about safe locations where their children could go to receive nutritious meals.

SECTION 2. That for the contract stated above, the sum of \$30,000.00 is hereby authorized to be expended as follows:

Recreation and Parks Operating Fund 285

OCA#510420 (Summer Lunch Program)

Object Level 3 #3353

SECTION 3. That the provisions of Sections 329.12, 329.13 and 329.14 of the Columbus City Code are hereby waived.

SECTION 4. That for 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 10 days after passage if the Mayor neither approves or vetoes the same.