



City of Columbus

Office of City Clerk
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Legislation Text

File #: 3078-2017, **Version:** 1

BACKGROUND: This legislation authorizes the Director of the Department of Development to enter into contract with Fahlgren Mortine for the purpose of providing marketing support to the Economic Development Division of the Department of Development. Fahlgren Mortine is one of the largest independent marketing and communication agencies in the region. It is at the forefront of converging media. From creating campaign and brand communications to forging reputations and influencing policy, Fahlgren Mortine will help bring clarity to business markets about who you are, what you mean, and where you stand. The company ensures that collaborative culture also translates into top quality service for each and every client.

There was not a formal bid process for the services of Fahlgren Mortine. A waiver, therefore, of the provisions of the Columbus City Code Chapter 329 is required.

Services to be provided by Fahlgren Mortine shall include the creation of an announcement postcard, print advertisements, website research, and other related marketing activities.

Emergency action is requested to allow Fahlgren Mortine to continue marketing services without interruption.

FISCAL IMPACT: \$35,000 has been allocated from the 2017 General Fund Budget.

To authorize the Director of Development to enter into contract with Fahlgren Mortine for the purpose of providing marketing services to the Economic Development Division of the Department of Development; to authorize the expenditure of \$35,000.00 from the 2017 General Fund Budget; to waive the competitive bidding requirements of the Columbus City Code; and to declare an emergency. (\$35,000.00)

WHEREAS, Fahlgren Mortine, is one of the nation's largest independent marketing and communication agencies that provide creative campaigns and brand communications for the purpose of forging reputations and influencing policy; and

WHEREAS, the Economic Development Division of the Department of Development seeks to enter into contract with Fahlgren Mortine for the purpose of advertising the various services within the Economic Development Division of the Department of Development, including the creation of announcement postcards, print advertisement, website research, and related marketing activities; and

WHEREAS, it is in the best interest of the City of Columbus to waive the competitive bidding provisions of Chapter 329 of the Columbus City Code to enter into contract with Fahlgren Mortine; and

WHEREAS, an emergency exists in the usual daily operation of the Department of Development in that it is immediately necessary to authorize the Director of the Department of Development to enter into contract with Fahlgren Mortine all 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 Director of the Department of Development is hereby authorized and directed to enter into contract with Fahlgren Mortine for the purpose of providing marketing services to the Economic Development Division of the Department of Development.

SECTION 2. That for the purposes stated in Section 1, the expenditure of \$35,000 or so much thereof as may be

necessary is hereby authorized in Fund 1000 general fund in Object Class 03 Contractual Services per the accounting codes in the attachment to this ordinance.

SECTION 3. That Columbus City Council finds it in the best interest of the City of Columbus to waive the competitive bidding provisions of Chapter 329 of the Columbus City Code to permit a contract between City of Columbus and Fahlgren Mortine.

SECTION 4: That the funds necessary to carry out the purpose of this ordinance are hereby deemed appropriate, and the City Auditor shall establish such accounting codes as necessary.

SECTION 5: That for the reason stated in the preamble hereto, which is hereby made a part hereof, this ordinance is declared to be an emergency and will take effect and be in force from and after its approval by the Mayor, or ten days after passage if the Mayor neither approves nor vetoes the same.