



Legislation Text

File #: 2860-2015, **Version:** 1

BACKGROUND:

This legislation authorizes the Director of the Department of Technology to enter into an agreement with Beyond Spots and Dots to develop, implement, manage, and maintain a comprehensive Webbed Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media. To enhance the City's online analytics and campaign by utilizing search engines such as Google Ads, Facebook management, and Facebook advertising. The agreement may be renewed annual for two additional one (1) year terms by mutual agreement and approval of proper City authorities. The term of this agreement will be one year from the date of the certified purchase order at a cost of \$50,000.00.

The Department of Technology is procuring this service through Chapter 329 of Columbus City Code, pursuant to solicitation SA005925. Four responses to this solicitation were received by the bid opening date of July 23, 2015, of which, were scored by an evaluation team from the Department of Technology. The evaluation team recommended Beyond Spots and Dots as the lowest responsive and responsible and best bidder.

EMERGENCY:

Emergency action is requested to expedite authorization of this agreement in order to initiate services from the supplier at the prices proposed.

FISCAL IMPACT:

Approval of this ordinance will allow for the expenditure of \$50,000.00 to procure these services from Beyond Spots and Dots to develop, implement, manage, and maintain a comprehensive Webbed Analytic and Optimization Campaign to promote the City's programs and initiatives on the web and through social media. The funds for this expenditure have been identified and are available within the Department of Technology, Information Services Division, Internal Service Fund.

CONTRACT COMPLIANCE:

Vendor Name: Beyond Spots & Dots CC #: 870790007 Expiration Date: 07/14/2017

To authorize the Director of the Department of Technology to enter into an agreement with Beyond Spots and Dots for Webbed Analytics and Optimization Campaign to provide internet/webbed communication services to promote the City's programs and initiatives on the web and through social media; to authorize the expenditure of \$50,000.00 from the Department of Technology, Information Services Division, Internal Services Fund; and to declare an emergency. (\$50,000.00)

WHEREAS, this legislation authorizes the Director of the Department of Technology to enter into an agreement with Beyond Spots and Dots for Webbed Analytics and Optimization Campaign, at a cost of \$50,000.00, for one year from the date of the certified purchase order. This agreement may be renewed for two additional one (1) year terms by mutual agreement and approval of proper City authorities, and

WHEREAS, the Department of Technology is procuring this service through Chapter 329 of Columbus City Code, pursuant to solicitation SA005925 opened July 23, 2015 with four responses to this solicitation were received, and Beyond Spots & Dots bid was the lowest responsive and responsible and best bidder; and

WHEREAS, the services provided by Beyond Spots and Dots will utilize a Webbed Analytics and Optimization Campaign to promote the City's programs and initiatives on the web and through social media. To also enhance the City's online analytics and campaign by utilizing search engines such as Google Ads, Facebook management, and Facebook advertising, and

WHEREAS, an emergency exists in the usual daily operation of the Department of Technology in that it is immediately necessary to authorize the Director to enter into an agreement with Beyond Spots and Dots for a Webbed Analytics and Optimization Campaign, for the further 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 Technology be, and is, hereby authorized to enter into an agreement with Beyond Spots and Dots for Webbed Analytics and Optimization Campaign in the amount of \$50,000.00. The term of this agreement will be one year from the date of the certified purchase order. This agreement may be renewed for two additional one (1) year terms by mutual agreement and approval of proper City authorities.

SECTION 2: That the expenditure of \$50,000.00 or so much thereof as may be necessary is hereby authorized to be expended from:

(DoT - /Beyond Spots & Dots /SA005925/Webbed Analytics and Optimization Campaign) - \$50,000.00

Dept./Div.: 47-02| Fund: 514| Subfund: 001|OCA Code: 280735| Obj. Level 1: 03| Obj. Level 3: 3336| Amount \$50,000.00 |

SECTION 3: That the City Auditor is authorized to make any accounting changes to revise the funding source for all contracts or contract modifications associated with this ordinance.

SECTION 4: 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 5: 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 and shall take effect and be in force from and after its passage and approval by the Mayor or ten days after its passage if the Mayor neither approves nor vetoes the same.