

RESOLUTION WAIVING FORMAL COMPETITIVE BIDDING AND AUTHORIZING THE OPEN MARKET PURCHASE OF ADVERTISING SERVICES FOR THE PARKS AND RECREATION DEPARTMENT (COKC01728), ESTIMATED COST \$350,000, JULY 1, 2025 THROUGH JUNE 30, 2026.

WHEREAS, the Oklahoma City Parks and Recreation Department has a need to advertise the Department's services and programs to the residents of Oklahoma City. These services will aid in the education of our residents as to the wide variety of services and programs offered by their Parks & Recreation Department and support the departmental mission which is, "to provide cultural, social, and recreational experiences to our community so they can have the opportunity to cultivate wellness and enjoy a healthy lifestyle; and

WHEREAS, the Department offers a wide variety of programming and has a need to reach the right demographic target audience using multiple advertising mediums; and

WHEREAS, the advertising will include social media, print media, radio stations, digital media, email and remarketing services, and TV stations. Examples include, but are not limited to, Tyler Media Group, Perry Publishing and Broadcasting, iHeart Media, Cumulus, KOCO/MeTV, News 9, KAUT News 4, Fox 25, Cox Media, the Journal Record, Lamar Outdoor Advertising, and Heidelberger Outdoor Advertising; and

WHEREAS, staff requests Council waive formal competitive bidding and authorize the open market purchase of advertising services for the Parks and Recreation Department (COKC01728), estimated cost \$350,000, July 1, 2025 through June 30, 2026; and

WHEREAS, purchases made with this authority will comply with the City's open market purchasing procedures.; and

WHEREAS, there is a need for the procurement of these services.

NOW, THEREFORE, BE IT RESOLVED by the Council of The City of Oklahoma City that they waive formal competitive bidding and authorize the open market purchase of

advertising services for the Parks and Recreation Department (COKC01728), estimated cost \$350,000, July 1, 2025 through June 30, 2026.

ADOPTED by the Council and signed by the Mayor of The City of Oklahoma City this

20TH day of MAY 2025.

ATTEST:

Amy K Simpson  
CITY CLERK



David Holt  
MAYOR

REVIEWED for form and legality.

Jonathan Garcia  
ASSISTANT MUNICIPAL COUNSELOR