

RESOLUTION WAIVING FORMAL COMPETITIVE BIDDING AND
AUTHORIZING THE OPEN MARKET PURCHASE OF ADVERTISING
SERVICES (COKC01724), ESTIMATED COST \$125,000, JULY 1, 2025
THROUGH JUNE 30, 2026.

WHEREAS, the City and Trusts have a need to purchase advertising services to increase community awareness of the programs offered; and

WHEREAS, examples include advertisement of events at various parks, job advertisements in various industry specific publications, promotional items to promote city programs/services; and advertisements informing residents of new City policies or services; and

WHEREAS, for the programs to be successful it is necessary for advertisements to be placed on television and radio stations, and in various newspapers; and

WHEREAS, the content of these advertisements will vary, and the specific media used will depend upon the group targeted for participation in the program; and

WHEREAS, advertising projects exceeding \$50,000 will be formally bid or approved by the City Council through a separate agreement or resolution; and

WHEREAS, staff requests Council waive formal competitive bidding and authorize the open market purchase of advertising services (COKC01724), estimated cost \$125,000, 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 continuing need for the purchase of these services.

NOW, THEREFORE, BE IT RESOLVED by the Council of The City of Oklahoma City that they do hereby waive formal competitive bidding and authorize the open market purchase of advertising services (COKC01724), estimated cost \$125,000, 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