



MEMORANDUM

Council Agenda
Item No. IX. M
05/20/2025

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

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.

Purpose:

To provide purchasing authority for advertising services to increase community awareness of City and Trust programs.

Background:

The City and Trusts have a need to purchase advertising services to increase community awareness of the programs offered. 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.

For the programs to be successful, it is necessary for advertisements to be placed on television and radio stations, and in various newspapers. The content of these advertisements will vary, and the specific media used will depend upon the group targeted for participation in the program.

Advertising services exceeding \$50,000 will be formally bid or approved by the City Council through a separate agreement or resolution.

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. Purchases made with this authority will comply with the City's open market purchasing procedures.

Estimated Cost:

\$125,000

Source of Funds:

Various funds and accounts

Recommendation: Resolution be adopted.