MEMORANDUM

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

Purpose:
To advertise Parks and Recreation Department 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 the Parks and 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".

Background:
The Department offers a wide variety of programming and has a need to reach the right demographic target audience using multiple advertising mediums.

The advertising will include social media, print media, radio stations, digital media, email, remaketing 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.

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. Purchases made with this authority will comply with the City's open market purchasing procedures. Advertising services exceeding $50,000 under this open market resolution will be approved by the City Council through a separate agreement or resolution.

Estimated Cost:
$350,000

Source of Funds:
Various funds and accounts

Review:
Finance Department

Recommendation: Resolution be adopted.