


CITY OF BETHLEHEM
INTER-DEPARTMENTAL CORRESPONDENCE

SUBJECT: Request for Approval by City Council of Contract Award or Contract Price Increase Pursuant to City Ordinance, Article 121.05 (a)

Project of Contract Reference: Greater Lehigh Valley Chamber of Commerce

TO: City Council, All Members and Council Solicitor

FROM: Alicia Miller Karner, Director Community and Economic Development 

DATE: January 21, 2021

On behalf of the Administration, pursuant to City Ordinances, Article 121.05, I request City Council's approval of the following recommendation of the referenced contract award or price increase.

- Check Type of Contract or Change:

 The contract is for over \$50,000 and required to be bid under the Third Class City Code. We have advertised the above referenced project and received qualified bids. We recommend award of the contract to the bidder identified and for the reasons stated below.

 The recommendation is for a price increase of 10% or more for an existing contract over \$50,000 that was previously bid and awarded under the Third Class City Code.

 X The contract is for the engagement of professional services. We have received and reviewed a proposal or proposals for professional services in connection with above referenced project or requirement for professional services. We recommend award of the contract.

- Is the contract appropriation or price increase included in this year's budget? X yes no
- Identify contract funding sources (general fund, grants, loans, etc.....):

The Marketing Contract is in the 2021 Budget, in the General Fund under Bureau, (0304) Community Development Account #42152: \$75,000 Marketing Contract

- The name and address of the recommended Contractor/Vendor/Professional Service Provider/Lowest Responsible Bidder are:

The Greater Lehigh Valley Chamber of Commerce
74 West Broad St, Suite 240

Bethlehem PA 18018

- Term of contract or estimated completion date, subject to standard extensions:

January 1, 2021 through December 31, 2021

- Description of project or scope of services to be provided:

The Chamber provides marketing to the City through its management and operation of the Bethlehem Chamber Board and coordination with the Downtown Bethlehem Association. Because the Chamber is well positioned to integrate the activities of these organizations along with their various affiliated councils, committees and boards, it has demonstrated a high level of effectiveness in promoting and marketing Bethlehem-based business, organizations and institutions.

Administration of Bethlehem Chamber Board and all related committees, councils and marketing programs including:

1. Marketing Council to focus on how to best support our Bethlehem businesses and to develop and implement marketing plans and programs which promote the City's "live, work, learn and play" motto as it relates to strengthening our downtowns as a key destination point for both visitors and residents;
2. The Citizens Christmas City Committee a pre-existing committee of the former Bethlehem Area Chamber of Commerce which merged with the BMC Christmas Committee in 2005. The Citizens' Christmas City Committee has a separate treasury that is budgeted for the delivery of Christmas events, products, and promotions including the decorations that are installed each year; and responsible for planning Tree Lighting Ceremony, securing Christmas Trolley, funding lights, trees, crane, and electricity.
3. Website Committee (of the Marketing Committee) Focus on enhancements and improvements to the website that increase traffic and usability of the visitors site
4. Tourist and Downtown Improvement Committee to focus on updating the tourism plan for the downtowns and various other plans to help improve the downtown and increase day trips and overnight stays in Bethlehem that translate into additional foot traffic to the downtown businesses
5. Other Projects as assigned

- State the actual or estimated price to the City or the proposed Department budget allowance for the initial term; and state payment rate per unit of service if applicable:

\$75,000

- Maximum dollar value of all renewals provided for beyond the original term as if all renewals were exercised:

\$ 75,000

- Reasons for recommendation of Administration and Council approval of contract:

The Greater Lehigh Valley Chamber of Commerce has effectively managed and implemented marketing efforts for the various groups and sub-committees who are dedicated to the economic vitality of the Bethlehem business community for more than a decade.

The organization is poised to provide the professional services required and effectively maintains existing relationships with the various committees and complimentary organizations.

The Chamber has carried out the mission of promoting and marketing the City's downtown districts in a manner that has not only resulted in the strengthening of Bethlehem's urban core but at a cost that likely could not be matched had the city hired its own staff to do so.

Please approve this recommendation by passing the accompanying resolution. A vote of final approval is requested at the first City Council agenda listing of this matter.

By: Alicia Miller Karner
Director
Community and Economic Development

Copies To: Mayor
Law Bureau
Controller

RESOLUTION NO. _____

Authorization for Contract or Amendment under Article 121.05(a)

BE IT RESOLVED by the Council of the City of Bethlehem that the Mayor and the Controller and/or such other City officials as deemed appropriate by the City Solicitor, are hereby authorized to execute a Contract or Amendment and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, with the following named contractor, for the uses and purposes indicated in the supporting Recommendation of Award of Bid or Contract dated January 21, 2021:

1. Name of Contractor: The Greater Lehigh Valley Chamber of Commerce
2. Project or Contract Reference: Greater Lehigh Valley Chamber of Commerce

Sponsored by _____

ADOPTED by Council this _____ day of _____, 20__.

President of Council

ATTEST:

City Clerk