

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: 2024 20 Chamber Marketing Activities

TO: City Council, All Members and Council Solicitor

FROM: Tiffany Wismer, DCED Business Manager

DATE: March 20, 2024

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.....):

0308-42047: \$75,000

0901-95010: \$5,000

- 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, 2024 through December 31, 2024

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

Each year, the Greater Lehigh Valley Chamber of Commerce provides marketing and public relations services to the City through its management and operation of the Bethlehem Chamber of Commerce. The Bethlehem Chamber of Commerce maintains the Bethlehem Chamber Board and its committees, including the Citizen's Christmas City Committee (CCCC), the Bethlehem Marketing Council (BMC), and all associated committees existing or formed as needed; and the Downtown Bethlehem Association (DBA) and all associated committees existing or formed as needed. The Bethlehem Chamber of Commerce also carries out the management and implementation of marketing events geared toward strengthening the City of Bethlehem's visitor draw and local businesses' visibility and viability.

Funding from the City of Bethlehem is allocated to the following activities:

- A. Administration of Bethlehem Chamber of Commerce. Administration and overhead related to execution of management activities of the Bethlehem Chamber of Commerce, which includes staff salaries and operating expenses.
- B. Activities and Initiatives of the BMC. Website development and implementation of marketing plan and activities related to advertising and promotion, which includes reimbursement for third-party vendors and services.
- C. Integration of DBA & BMC. Support for the Downtown Bethlehem Association intended to ensure integration of Bethlehem Chamber of Commerce initiatives with DBA initiatives.
- D. Execution of City-Sponsored Events. Carry out certain City-sponsored events that fall within the spirit of the Bethlehem Chamber of Commerce purpose, such as the Live in the Garden music series, which includes reimbursement for third-party vendors and services.
- E. Waive Right of Way Fees for events and festivals.
- F. Compensation for other projects as assigned in connection with Execution of City-Sponsored Events.

- 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:

\$80,000

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

\$ 80,000

- 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: Tiffany Wismer
DCED Business Manager
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

1. Name of Contractor: Greater Lehigh Valley Chamber of Commerce
2. Project or Contract Reference: 2024 20 Chamber Marketing Activites

Sponsored by _____

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

President of Council

ATTEST:

City Clerk