

**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 or Contract Reference: Via Media – Police Recruitment

**TO:** City Council, all members, and Council Solicitor

**FROM:** Michelle Kott, Police Chief

**DATE:** July 9, 2024

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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.....):

General Fund: Police/Department Contracts 0601-42047

- The name and address of the Professional Service Provider:

 **viamedia**

3910 Adler Place, Suite 100, Bethlehem PA 18017  
[www.viamediatv.com](http://www.viamediatv.com)

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

Fall 2024: September through December

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

Via Media will provide advertising services to create and display recruitment advertisements through web-based media for the Police Department.

- 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:

\$20,000 for production and delivery

- Number of renewal term options and duration of each renewal, if any:

None

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

N/A

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

The Police Department is requesting to utilize the services of Via Media to help attract a diversified workforce through the use of internet advertising to fill 10 vacancies in the Department.

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.

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By: Michelle L. Kott 7/9/2024  
Department Head

Copies To: Mayor  
Director of Administration  
Director of Budget and Finance  
Law Bureau  
Purchasing Bureau  
Controller

Attachment: proposed resolution

**RESOLUTION NO. 2024-\_\_\_\_\_**

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.

1. Name of Contractor: Viamedia
2. Project or Contract Reference: 2024 36 Police Recruitment – Internet Advertising

Sponsored by \_\_\_\_\_  
\_\_\_\_\_

ADOPTED by Council this \_\_\_\_\_ day of \_\_\_\_\_, 2024.

\_\_\_\_\_  
President of Council

ATTEST:

\_\_\_\_\_  
City Clerk