



CITY OF HOUSTON - CITY COUNCIL

Meeting Date: 12/14/2021

ALL

Item Creation Date:

DR4549 (COVID-19) - Purchase of advertising buys for television, radio and social/digital media - MOTION (Walker Entertainment Group)

Agenda Item#: 18.

Summary:

NOT A REAL CAPTION

WALKER ENTERTAINMENT GROUP approve spending authority for the purchase of advertising buys for television, radio and social/digital media related to the COVID-19 Pandemic for the Mayor's Office of Special Events - \$500,000.00 - CARES Act 2020

Background:

DR4549 – (COVID-19) Approve spending authority in an amount not to exceed \$500,000.00 for the purchase of advertising buys for television, radio and social/digital media related to the COVID-19 Pandemic from Walker Entertainment Group for the Mayor's Office of Special Events.

Specific Explanation:

The Director of the Mayor's Office of Special Events and the Chief Procurement Officer recommend that City Council approve spending authority in an amount not to exceed **\$500,000.00** for the purchase of advertising buys for television, radio and social/digital media and that authorization be given to issue a purchase order to Walker Entertainment Group.

The administration approved the creation of "Vax Up!" commercials to promote vaccinations among Houston residents. With the recent discovery of the Omicron Variant, urgency for the production of the commercials intensified. Director Susan Christian was able to secure private dollars for the creation of the commercials, to be aired on television and with audio that can be played on the radio. They will be in both English and Spanish. In order to leverage the private dollars to ensure a high quality product, the City of Houston will utilize grant dollars to purchase advertising buys including television, radio, and social/digital media. Council is therefore asked to approve this purchase order to Walker Entertainment Group so that the ads can be aired during the holiday season and reach the maximum number of Houstonians.

This recommendation is made pursuant to Chapter 252, Section 252.022 (a) (7) (A) "a procurement necessary to preserve or protect the public health and safety of the municipality's residents" of the Texas Local Government Code for exempt procurements.

MWBE Participation:

Walker Entertainment has designated the below named company as its certified M/WBE subcontractor.

Company Name	Type of Work	Dollar Amount	Percentage
Media Advantage Communication	Public Relations and Community Outreach Services	\$55,000.00	11%

Hire Houston First:

This procurement is exempt from the City's Hire Houston First Ordinance. Bids/proposals were not solicited because the department is utilizing an Emergency Purchase Order for this purchase.

Disaster Note:

This item is related to the impact of COVID-19 and it is the City's intent to use other federal funding sources for eligible expenditures, namely the Coronavirus Relief Fund dollars.

Fiscal Note:

No Fiscal Note is required on grant items.

DocuSigned by:

Carolyn Hanahan

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12/9/2021

FOR

Jerry Adams, Chief Procurement Officer
Finance/Strategic Procurement Division

Estimated Spending Authority:

Department	FY 2022	Out Years	Total
Mayor's Office of Special Events	\$500,000.00	\$0.00	\$500,000.00

Amount and Source of Funding:**\$500,000.00**

CARES Act 2020

Fund 5307

Contact Information:

Name:	Phone
Susan Christian, Director of Special Event	(832) 393-0868
Jerry Adams, Chief Procurement Officer	(832) 393-9126

ATTACHMENTS:**Description**

Request for CARES RELIEF FUND funding

Quote

Directory_2021-12-02 - Media Advantage

EPO justification form

Grant Funding Verification . DW

Type

Financial Information

Backup Material

Backup Material

Backup Material

Backup Material