



Legislation Text

File #: O-553-19, Version: 1

City of Toledo Branding
Information & Communication Technology
Anne Bennett (x1100)

Authorizing the mayor to execute an amendment to the existing website development agreement with Madhouse Creative LLC for the purpose of expanding the agreement's scope to include a branding initiative component, authorizing an additional expenditure in an amount not to exceed \$38,000 from the Capital Improvement Fund and the Utility Administration Fund; waiving the competitive bidding requirements of Toledo Municipal Code Chapter 187; making findings with respect thereto; and declaring an emergency.

SUMMARY & BACKGROUND:

The City of Toledo, at the conclusion of a competitive bidding process in accordance with Toledo Municipal Code Chapter 187, selected Madhouse Creative LLC as its vendor of choice for upgrades, brand updates, and other improvements to the city's website. Separately, bids were requested and received for a different project for a rebranding initiative with the Division of Parks, Recreation and Forestry. It was determined that the rebranding project for parks should be absorbed into the website project, with the objective of having one cohesive rebranding effort for the City. Similar discussions on rebranding also took place with the Department of Public Utilities, with the same conclusion being drawn of having one united brand for the City of Toledo. This ordinance is requesting authorization to amend the original agreement with Madhouse for the purpose of including the Parks and Public Utilities components of the rebranding project. This amendment will create cost efficiencies through the website project to enhance and integrate unified branding while eliminating duplication of efforts. The fiscal impact of this ordinance is as follows:

- The total amount of funds requested: \$38,000
- The expenditure budget line item: 5040-60500-8CP1418PARKIM (\$19,000)
6078-31000-4000524STDSTD (\$19,000)
- New revenue generated (operational revenue, grants, if any): none
- Revenue budget line item (if any): none
- Are funds budgeted in the current fiscal year (yes/no)?: yes
- Is this a capital project (yes/no)? yes
- If yes, is it new or existing (new/existing)? new
- What section of the City's Strategic Plan does this support:
 - o Excellence in Basic Services (yes/no) yes
 - o Quality Community Investment (Livable City, Development) (yes/no) no
 - o Workplace Culture & Customer Service (yes/no) yes
 - o Environment (yes/no) no

NOW, THEREFORE, Be it ordained by the Council of the City of Toledo:

SECTION 1. That the mayor is authorized to execute an amendment to the existing website

development agreement with Madhouse Creative LLC for the purpose of expanding the agreement's scope to include a branding initiative component.

SECTION 2. That an expenditure in an amount not to exceed \$19,000 is authorized from the Capital Improvement Fund, Account Code 5040-60500-8CP1418PARKIM and an expenditure in an amount not to exceed \$19,000 is authorized from the Utility Administration Fund, Account Code 6078-31000-4000524STDSTD for the purpose identified in Section 1.

SECTION 3. That the Director of Finance is authorized to issue his warrant or warrants against the above Account Code in an amount not to exceed \$38,000 in payment of the above authorized obligations upon presentation of the proper voucher or vouchers.

SECTION 4. That this Council finds it in the best interest of the City to waive the competitive bidding requirements of Toledo Municipal Code Chapter 187 for the reason that an amendment to the existing contract with Madhouse eliminates redundancies inherent in separate projects by creating cost and time efficiencies through the website project to enhance and integrate unified branding for the City across multiple departments and platforms.

SECTION 5. That this Ordinance is declared to be an emergency measure and shall take effect and be in force from and after its passage. The reason for the emergency lies in the fact that this ordinance is necessary for the immediate preservation of the public peace, health, safety and property, and for the further reason that this ordinance must be immediately effective in order to timely begin the process of a rebranding initiative simultaneously with updates being performed on the City's website.

Vote on emergency clause: yeas 11, nays 1.

Passed: December 10, 2019, as an emergency measure: yeas 11, nays 1.

Attest:

Gerald E. Dendinger
Clerk of Council

Matt Cherry
President of Council

Approved:

December 11, 2019
Wade Kapszukiewicz
Mayor