



## Legislation Text

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**File #:** O-262-23, **Version:** 1

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City of Toledo Website  
Marketing & Communications  
Rachel Hart (x2353)  
Revised

**Authorizing the expenditure not to exceed \$15,000 from the General Fund for the purpose of enhancements to the City of Toledo website; authorizing the Mayor to enter into a contract for said purpose; waiving the competitive procurement requirements of TMC Chapter 187; and declaring an emergency.**

### SUMMARY & BACKGROUND:

This ordinance authorizes the expenditure of up to \$15,000 for enhancements to the City of Toledo website to improve the functionality and user experience of the website as well ensure compliance and maintenance items are up to date. The specific enhancements to be made will include:

- Built-in translation capability
- Improvements to web forms and built-in form download option
- New options for photo galleries
- Updates to event calendar to add category filtering
- New functionality to make lists of resources or information searchable and sortable - improve the summer programming page
- Upgrade analytics capability (current analytics platform is end of life)
- Accessibility compliance review and updates
- Mobile site review and improvements

The Department of Marketing and Communications is requesting that requirements for competitive bidding be waived due to the specialized nature of the work to be performed and Madhouse's experience building our existing website. Funds for this project were allocated in the approved 2023 budget.

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

SECTION 1. The expenditure of an amount not to exceed \$15,000 is authorized from the Marketing and Communications Fund Account Code 1001-10202-1143001STDADM for website enhancements.

SECTION 2. That the Mayor is authorized to enter into a contract with Madhouse Creative LLC for the purposes specified in Section 1 upon terms and conditions as acceptable to the Director of Law and the Director of Marketing and Communications.

SECTION 3. That this Council finds and determines it is in the best interest of the City to waive the competitive procurement requirements of TMC Chapter 187 for the reason that Madhouse Creative LLC is uniquely qualified to deliver the specialized website development services required for this project.

SECTION 4. That the Finance Director is authorized to draw warrant or warrants against the above account code in payment of the above authorized obligations in amounts not to exceed \$15,000 upon presentation of the proper voucher or vouchers.

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 the same 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 enhance the City of Toledo website for optimal functionality and compliance with federal requirements.

Vote on emergency clause: yeas 12, nays 0.

Passed: May 16, 2023, as an emergency measure: yeas 12, nays 0.

Attest:

Gerald E. Dendinger  
Clerk of Council

Matt Cherry  
President of Council

Approved:

May 16, 2023  
Wade Kapszukiewicz  
Mayor