

June 11, 2024

Honorable Mayor and City Council  
City of Long Beach  
California

**RECOMMENDATION:**

Recommendation to adopt a Resolution authorizing the City Manager, or designee, to execute a contract, and any necessary documents including any necessary subsequent amendments, with Dawn E. McKenna dba Empire Marketing of Long Beach, CA, for providing promotional items and related products, on the same terms and conditions afforded to the County of Orange, CA, in an annual amount of \$310,000 with a 20 percent contingency in the amount of \$62,000, for a total annual contract amount not to exceed \$372,000, until the County of Orange, CA, contract expires on February 1, 2028, with the option to renew for as long as the County of Orange, CA, contract is in effect, at the discretion of the City Manager. (Citywide)

**DISCUSSION**

City Council approval is requested to enter into a contract with Dawn E. McKenna dba Empire Marketing, a Long Beach-based business, for the purchase of promotional items and related products.

The Purchasing Division of the Department of Financial Management researched procurement options for promotional items and related supplies and discovered another agency had completed an open, fair, transparent, and competitive procurement process. The City of Long Beach (City) reviewed the cooperative agreement option and determined that the contract between County of Orange, CA, and Empire Marketing provided the best value to the City.

Empire Marketing was selected based on their competitive pricing, service level, and breadth of product offerings. Empire Marketing offers convenient online ordering and has a store location in Long Beach for will-call pickups. Promotional items will be used to promote various City programs and departments to increase awareness and participation of City programs and to educate the residents about new legislation. Examples of items include City-branded promotional materials like pens, cups, chapstick, frisbees, and more. This contract is for all funds and for all departments except Harbor and Utilities.

City Charter Section 1802 provides an alternative procurement method by permitting the City to purchase or otherwise obtain services, supplies, materials, equipment, and labor with other governmental agencies. This alternative procurement method can save time and reduce costs through economies of scale by purchasing under existing contracts from other government agencies on a voluntary and selective basis, when authorized by a Resolution adopted by the City Council.

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This matter was reviewed by Deputy City Attorney Atoy H. Wilson on May 15, 2024, Purchasing Agent Michelle Wilson on May 13, 2024, and by Revenue Management Officer Geraldine Alejo on May 17, 2024.

TIMING CONSIDERATIONS

City Council action to adopt a Resolution and award a contract concurrently is requested on June 11, 2024, to ensure the contract is in place expeditiously.

FISCAL IMPACT

The total annual contract amount will not exceed \$372,000, inclusive of a 20 percent contingency of \$62,000. The contract will be used on an as-needed basis citywide and is budgeted in various fund groups and departments. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. This contract will provide continued support to our local economy by assisting in the preservation of one full-time employee residing within Long Beach.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



Kevin Riper  
Director  
Financial Management

APPROVED:



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THOMAS B. MODICA  
CITY MANAGER