

RESOLUTION NO. RES-24-0080

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AUTHORIZING THE CITY MANAGER OR DESIGNEE TO EXECUTE A CONTRACT WITH DAWN E. MCKENNA DBA EMPIRE MARKETING, FOR FURNISHING AND DELIVERING AS-NEEDED PROMOTIONAL ITEMS AND RELATED PRODUCTS, ON THE SAME TERMS AND CONDITIONS AFFORDED TO THE COUNTY OF ORANGE, IN AN ANNUAL AMOUNT OF \$310,000, WITH A 20% CONTINGENCY OF \$62,000, FOR A TOTAL NOT TO EXCEED ANNUAL AMOUNT OF \$372,000, UNTIL THE COUNTY OF ORANGE CONTRACT EXPIRES ON FEBRUARY 1, 2028, WITH THE OPTION TO RENEW FOR AS LONG AS THE COUNTY OF ORANGE CONTRACT IS IN EFFECT, AT THE DISCRETION OF THE CITY MANAGER

WHEREAS, the Charter of the City of Long Beach, Section 1802, permits the City Manager to enter into a contract on behalf of the City, in writing or otherwise, without advertising for bids, for services, supplies, materials, equipment or labor, with other government agencies, when authorized by resolution; and

WHEREAS, promotional items are needed to promote various City programs and departments, to increase awareness and participation of City programs, and to educate the residents about new legislation; and

WHEREAS, 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; and

WHEREAS, Dawn E. McKenna dba Empire Marketing was selected based on their competitive pricing, service level, and breadth of product offerings; and

WHEREAS, Dawn E. McKenna dba Empire Marketing, has a contract with the County of Orange, California for promotional items and related products, Contract No. RCA-017-23010003 ("County of Orange Contract"); and

WHEREAS, the City's participation in the County of Orange Contract will facilitate timely acquisition of the as-needed promotional items and related products as well as provide considerable cost benefits to the City; and

WHEREAS, if the City had to go to formal bid rather than participate in the County of Orange Contract, considerably more funds would be required;

NOW, THEREFORE, the City Council of the City of Long Beach resolves as follows:

Section 1. The City Manager or designee is hereby authorized to enter an agreement with Dawn E. McKenna dba Empire Marketing for as-needed promotional items and related products, on the same terms and conditions identified in the County of Orange Contract in an annual amount of Three Hundred Ten Thousand Dollars (\$310,000) with a twenty percent (20%) contingency of Sixty-Two Thousand Dollars (\$62,000) for a total not to exceed annual amount of Three Hundred Seventy-Two Thousand Dollars (\$372,000), until the County of Orange Contract No. RCA-017-23010003 expires on February 1, 2028, with the option to renew for as long as the County of Orange Contract No. RCA-017-23010003 is in effect, at the discretion of the City Manager.

Section 2. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council  
of the City of Long Beach at its meeting of June 11, 2024 by the  
following vote:

Ayes: Councilmembers: Zendejas, Allen, Duggan, Supernaw, Kerr,  
Austin, Ricks-Oddie.

Noes: Councilmembers: None.

Absent: Councilmembers: Saro, Uranga.

Recusal(s): Councilmembers None.

  
City Clerk