

**CITY OF AUSTIN**

**AGENDA DATE: 6/26/2014**

**VENDOR NAME: WORLD OF PROMOTIONS, INC., AUTHENTIC PROMOTIONS.COM, and AMERICAN MINORITY BUSINESS FORMS, INC. DBA AMERICAN DIVERSITY BUSINESS SOLUTIONS**

**SUBJECT:** Authorize award and execution of a 36-month requirements service contract with **WORLD OF PROMOTIONS, INC., AUTHENTIC PROMOTIONS.COM, and AMERICAN MINORITY BUSINESS FORMS, INC. DBA AMERICAN DIVERSITY BUSINESS SOLUTIONS** to provide marketing collateral supplies in an amount not to exceed \$600,000 each and combined, with three 12-month extension options in an amount not to exceed \$200,000 per extension option each and combined, for a total contract amount not to exceed \$1,200,000 each and combined.

**AMOUNT AND SOURCE OF FUNDING:** Funding in the amount of \$50,000 is available in the Fiscal Year 2013-2014 Operating Budget of the Austin Resource Recovery Department, funding in the amount of \$8,334 is available in the Fiscal Year 2013-2014 Operating Budget of the Austin Convention Center Department, and funding in the amount of \$8,334 is available in the Fiscal Year 2013-2014 Operating Budget of the Austin Fire Department. Funding for the remaining thirty-two months of the original contract period and extension options is contingent upon available funding in future budgets.

**FISCAL NOTE:** There is no unanticipated fiscal impact. A fiscal note is not required.

**FOR MORE INFORMATION CONTACT:** Jonathan Dalchau, Buyer II, 512-974-2938

**PRIOR COUNCIL ACTION:** N/A

**BOARD AND COMMISSION ACTION:** To be approved by the Zero Waste Advisory Commission on 6/11/2014.

**PURCHASING:** Lowest bids of 4 bids received

**MBE/WBE:** This contract will be awarded in compliance with City Code Chapter 2-9D (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this contract.

---

This contract will provide promotional advertising specialty products for the Austin Resource Recovery and Austin Fire Department. These items include shirts and caps with silk screen printed and embroidered City logos, pens, pencils, and rulers. The items are used to promote the City's Zero Waste Goal initiative and fire safety education through community outreach programs and events.

MBE/WBE solicited: 9/9

MBE/WBE bid: 1/0

**CITY OF AUSTIN**

**AGENDA DATE: 6/26/2014**

**VENDOR NAME: WORLD OF PROMOTIONS, INC., AUTHENTIC PROMOTIONS.COM, and  
AMERICAN MINORITY BUSINESS FORMS, INC. DBA AMERICAN DIVERSITY BUSINESS  
SOLUTIONS**

**BID TABULATION**  
**IFB SDC0251**  
**Marketing Collateral Supply Agreement**  
**(110 line items)**

<b><u>Vendor</u></b>	<b><u>Total Bid Sample Items</u></b> <b><u>(Item Lines Bid)</u></b>	<b><u>Total Award</u></b> <b><u>for Sample Items</u></b>
<b>World of Promotions Elk Grove Village, IL</b>	<b>\$155,047 (108 of 110)</b>	<b>\$96,641 (63 of 110)</b>
<b>Authentic Promotions.com Carmichael, CA</b>	<b>\$34,992 (51 of 110)</b>	<b>\$12,229 (14 of 110)</b>
<b>American Minority Business Forms, Inc. Spicewood, TX</b>	<b>\$59,574 (47 of 110)</b>	<b>\$29,865 (33 of 110)</b>
<b>Proforma Diversified Corp. Austin, TX</b>	<b>\$9,527 (19 of 110)</b>	

A copy of the complete bid tabulation is on file in the Purchasing Office and on the City of Austin, FSD Purchasing website.

**PRICE ANALYSIS:**

- a. Adequate competition.
- b. 588 notices were sent, including 9 MBEs and 9 WBEs. Four bids were received with one MBE and no WBEs responding.
- c. This is the first contract of its type. This contract reflects a 5% savings in pricing based on previous spot purchases for similar items and quantities.

**APPROVAL JUSTIFICATION:**

- a. Lowest bids received.
- b. The Purchasing Office concurs with Austin Resource Recovery's recommended award.
- c. Advertised in the Austin American Statesman and on the Internet.