




MEMORANDUM

TO: Mayor and Council Members

FROM: Jessica King, Director 
Communications and Public Information Office

DATE: November 18, 2022

SUBJECT: Marketing Specialty Promotional Products, Agenda Item #12

On December 1, 2022, the Financial Services Department will bring a Request for Council action for a Citywide contract for marketing specialty promotional products to support various departmental programs throughout the City of Austin. The previous contract, executed in 2014 and expired in February 2021, was used by 14 City Departments with other departments purchasing items on their own, as needed. In May of 2020, a solicitation was published for a replacement contract, but was cancelled due to the necessary prioritization of items related to Covid-19 support and coverage.

Subsequently, City departments are preparing to re-energize their outreach programs and this contract will directly support those efforts. Some examples are APD's Police Activities League which is used to build rapport with kids, Austin Energy's Energy Reduction/Savings program, AFD's educational programs supporting wildfire awareness and related safety programs like "turn around, don't drown" during the rainy season to name a few. This contract will also be used to acquire items to stock the Austin Public Library gift shop, which has been on a separate contract in the past. The new contract will have four vendors and at least 21 departments represented. This increase in scale will provide the City with greater options and reduced pricing than on previous contracts.

If you need any further information, please let do not hesitate to contact me.