

RESOLUTION NO. 1996-118

AUTHORIZING CONTRACT #96008 WITH WATT, ROOP & COMPANY, TO FURNISH ADVERTISING SERVICES FOR THE GREATER CLEVELAND REGIONAL TRANSIT AUTHORITY FOR A PERIOD OF THREE (3) YEARS WITH TWO (2) ONE-YEAR OPTIONS, AT A PRICE NOT-TO-EXCEED \$3,375,000.00 (GENERAL FUND - MARKETING DEPARTMENT BUDGET).

WHEREAS, the Authority requires development of marketing campaigns and performance of advertising services; and

WHEREAS, the proposal of Watt, Roop & Company, located at 1100 Superior Avenue, Cleveland, Ohio 44114-2543 to provide these services was received on March 26, 1996; and

WHEREAS, after negotiations, Watt, Roop & Company submitted an offer to provide these services at a price not-to-exceed two million twenty-five thousand & 00/100 dollars (\$2,025,000.00) for the initial contract period, and at a price of six hundred seventy-five thousand & 00/100 dollars (\$675,000.00) for each of the option years, if exercised by the Authority, for a total contract price not-to-exceed three million three hundred seventy-five thousand & 00/100 dollars (\$3,375,000.00); and

WHEREAS, the General Manager deems the offer of Watt, Roop & Company, as negotiated, to be the most advantageous to the Authority, price and all other factors considered, and recommends the acceptance thereof by the Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the offer of Watt, Roop & Company, as modified by negotiations, be and is hereby accepted as the most advantageous proposal for the development of marketing campaigns and the performance of advertising services at a price not to exceed two million twenty-five thousand & 00/100 dollars (\$2,025,000.00) for the initial contract period, and at a price of six hundred seventy-five thousand & 00/100 dollars (\$675,000.00) for each of the option years, if exercised by the Authority, for a total contract price not-to-exceed three million three hundred seventy-five thousand & 00/100 dollars (\$3,375,000.00).

Section 2. That the General Manager of the Authority be and he is hereby authorized to enter into a contract with Watt, Roop & Company to develop a marketing campaigns and perform advertising services.

Section 3. That said contract shall be consistent with the best and final offer of Watt, Roop & Company dated September 6, 1996.

Section 4. That said contract shall be payable out of the General Fund in an amount not to exceed three million three hundred seventy-five thousand & 00/100 dollars (\$3,375,000.00).

Section 5. That said contract shall be binding upon and in obligation of the Authority contingent upon appropriation for future contract years and upon compliance by the contractor to the scope of work; the Affirmative Action Plan adopted by the Board of Trustees in Resolution 1993-88; bonding and insurance requirements and all applicable laws relating to the contractual obligations of the Authority.

Section 6. That this resolution shall become effective immediately upon its adoption.

Adopted: September 17, 1996



President

Attest:



General Manager/Secretary-Treasurer