

RESOLUTION NO. 2001 -113

AUTHORIZING CONTRACT 2001-052 WITH BROKAW, INC. TO PROVIDE ADVERTISING SERVICES FOR A THREE YEAR PERIOD WITH TWO ADDITIONAL ONE YEAR OPTIONS AT A PRICE NOT TO EXCEED \$3,000,000.00 FOR THE BASE THREE YEARS (RTA GENERAL FUND – MARKETING AND COMMUNICATIONS DEPARTMENT BUDGET)

WHEREAS, the Greater Cleveland Regional Transit Authority has determined the need to obtain the services of a professional advertising agency to provide advertising services for a period of three years with two one-year options; and

WHEREAS, the offer of Brokaw, Inc located at 425 West Lakeside Ave, Cleveland, Ohio 44113 to provide these services was received on July 2, 2001; and

WHEREAS, Brokaw, Inc has offered to perform said work for the base three years at an estimated price of one million & 00/100 dollars (\$1,000,000.00) annually, for a total negotiated contract amount not to exceed three million & 00/100 dollars (\$3,000,000.00), based on a combination of Agency costs and Net Outside costs; and

WHEREAS, Brokaw, Inc has offered to perform said work for the two option years at a total negotiated price not to exceed one million & 00/100 dollars (\$1,000,000.00) each, if exercised by the Authority; and

WHEREAS, the General Manager deems the offer of Brokaw, Inc, as negotiated, to be advantageous to the Authority, cost and other factors considered, and recommends acceptance 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 Brokaw, Inc, as modified by negotiations, for providing advertising services for a period of three years, with two one year options, be and the same is hereby accepted as being in the best interest of the Authority.

Section 2. That the General Manager of the Authority be and he is hereby authorized to enter into a contract with Brokaw, Inc for providing advertising services, for a period of three years.

Section 3. That said contract shall be payable out of the RTA General Fund, Marketing and Communications Department Budget, at a price not to exceed three million & 00/100 dollars (\$3,000,000.00) for the base three years.

Section 4. That as part of said contract, the Authority shall retain an option for Brokaw, Inc. to perform advertising services for an amount not to exceed one million and 00/100 dollars (\$1,000,000.00) annually for two additional years, subject to the approval by the Authority's Board of Trustees.

Section 5. That said contract shall be binding upon and an obligation of the Authority contingent upon appropriation for the current and future contract years and upon compliance by the contractor to the Specification and Addenda, if any; the Affirmative Action Plan adopted by the Board of Trustees in Resolution 2001-064; 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: August 21, 2001



\_\_\_\_\_  
President

Attest:   
\_\_\_\_\_  
CEO, General Manager/Secretary-Treasurer