

# Ordinance No. 989-2022

**By Council Members McCormack and Griffin (by departmental request)**

## AN EMERGENCY ORDINANCE

Authorizing the Director of Port Control to enter into one or more professional services contracts, purchase contracts and requirement contracts to assist in the development of a continued proactive marketing and advertising strategy, including but not limited to, a new website to promote Cleveland Hopkins International Airport and Burke Lakefront Airport, marketing, promotional, public relations, advertising, and creative services; authorizing the purchase or lease of television and radio advertising time and other media, each for a period of one year, with three one-year options to renew, the second of which requires additional legislative authority.

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WHEREAS, this ordinance constitutes an emergency measure providing for the usual daily operation of a municipal department; now, therefore,

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF CLEVELAND:

Section 1. That the Director of Port Control is authorized to employ by contract or contracts one or more consultants or one or more firms of consultants for the purpose of supplementing the regularly employed staff of the several departments of the City of Cleveland in order to assist in the development of a continued proactive marketing and advertising strategy, including but not limited to, a new website to promote Cleveland Hopkins International Airport and Burke Lakefront Airport, marketing, promotional, public relations, advertising, and creative services, for a period of one year with three one-year options to renew. The first of the one-year options to renew may be exercised by the Director of Port Control, without the necessity of obtaining additional authority of this Council. The second of the one-year options to renew may not be exercised without additional legislative authority. If such additional legislative authority is granted and the second of the one-year options to renew is exercised, then the third of the one-year options to renew may be exercisable at the option of the Director of Port Control, without the necessity of obtaining additional authority of this Council.

The selection of the consultants for the services shall be made by the Board of Control on the nomination of the Director of Port Control from a list of qualified consultants available for employment as may be determined after a full and complete canvass by the Director of Port Control for the purpose of compiling a list. The compensation to be paid for the services shall be fixed by the Board of Control. The

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contract or contracts authorized shall be prepared by the Director of Law, approved by the Director of Port Control, and certified by the Director of Finance.

Section 2. That the Director of Port Control is authorized to make one or more written standard purchase and/or written requirement purchase contracts under the Charter and the Codified Ordinances of Cleveland, Ohio, 1976, for the period of one year with three one-year options to renew, of the necessary items of marketing, promotions, public relations, advertising, and creative services which are not obtained through the professional services contract authorized above, and for materials, equipment, and supplies necessary to implement this ordinance, to be purchased by the Commissioner of Purchases and Supplies on a unit basis, for the Department of Port Control. The first of the one-year options to renew may be exercised by the Director of Port Control, without the necessity of obtaining additional authority of this Council. The second of the one-year options to renew may not be exercised without additional legislative authority. If such additional legislative authority is granted and the second of the one-year options to renew is exercised, then the third of the one-year options to renew may be exercisable at the option of the Director of Port Control, without the necessity of obtaining additional authority of this Council.

Section 3. That the Director of Port Control is authorized to make one or more written contracts under the Charter and the Codified Ordinances of Cleveland, Ohio, 1976, for the purchase or lease of television and radio advertising time and other media, for the Department of Port Control, for a period of one year, with three one-year options to renew. The first of the one-year options to renew may be exercised by the Director of Port Control, without the necessity of obtaining additional authority of this Council. The second of the one-year options to renew may not be exercised without additional legislative authority. If such additional legislative authority is granted and the second of the one-year options to renew is exercised, then the third of the one-year options to

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renew may be exercisable at the option of the Director of Port Control, without the necessity of obtaining additional authority of this Council.

Section 4 That under Section 108(b) of the Charter, the purchases authorized by this ordinance may be made through cooperative arrangements with other governmental agencies. The Director of Port Control may sign all documents that are necessary to make the purchases, and may enter into one or more contracts with the vendors selected through that cooperative process.

Section 5. That the costs of the requirement contract or contracts authorized by this ordinance shall be charged against the proper appropriation accounts and the Director of Finance shall certify the amount of any purchase under the contract, each of which purchases shall be made on order of the Commissioner of Purchases and Supplies by a delivery order issued against the contract or contracts and certified by the Director of Finance.

Section 6. That the costs of the standard or professional services authorized in this ordinance shall be paid from Fund Nos. 60 SF 001 and 60 SF 141. (RQS 3001, RLA 2022-46)

Section 7. That this ordinance is declared to be an emergency measure and, provided it receives the affirmative vote of two-thirds of all the members elected to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise it shall take effect and be in force from and after the earliest period allowed by law.

RS:nl  
9-26-2022  
FOR: Interim Director Kramer

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REPORT  
after second Reading

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**READ FIRST TIME on SEPTEMBER 26, 2022**

**and referred to DIRECTORS of Port Control, Finance, Law;  
COMMITTEES on Transportation and Mobility,  
Finance Diversity Equity and Inclusion**

REPORTS

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CITY CLERK

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READ SECOND TIME

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CITY CLERK

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READ THIRD TIME

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PRESIDENT

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CITY CLERK

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APPROVED

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MAYOR

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PASSAGE RECOMMENDED BY  
COMMITTEE ON  
**TRANSPORTATION and  
MOBILITY**

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PASSAGE RECOMMENDED BY  
COMMITTEE ON  
**FINANCE, DIVERSITY, EQUITY  
and INCLUSION**

FILED WITH COMMITTEE

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