



Legislation Details (With Text)

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Title: Consider Marketing Services and Cost for Collaboration with Content Magazine
Sponsors:
Indexes:
Code sections:
Attachments: 1. Content Magazine Sponsorship Proposal

Date	Ver.	Action By	Action	Result
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REPORT TO CULTURAL COMMISSION

SUBJECT

Consider Marketing Services and Cost for Collaboration with Content Magazine

BACKGROUND

Content Magazine, a subsection of SVCCreates, is a non-profit, monthly publication which promotes local artists, events, and organizations. In April 2019, Content Magazine expressed an interest in collaborating with the Cultural Commission to promote Santa Clara based cultural events and artists in return for a sponsorship fee.

DISCUSSION

The Cultural Commission may discuss and consider collaboration with Content Magazine in the context of the Commissions' Work Plan and budget for FY 2019-2021.

Next Steps.

There is insufficient funding in the FY2019-2021 Cultural Commission budget dedicated to marketing. The Commission could consider reallocating funds currently dedicated to event development.

Per the City's procurement policy, any procurement of supplies, materials and equipment exceeding \$15,000 requires at least three (3) competitive price quotations. If the Commission desires to recommend a purchase of marketing services from Content Magazine, and the cost of the services exceeds \$15,000, then the Commission will need to consider additional vendors and receive a minimum of three (3) quotes for the same type of services prior to selection of a preferred vendor. If the cost is under \$10,000, the Commission may move forward with one quote from a vendor for the services to be provided with public funds.

Any communication and marketing materials, articles, etc. would be subject to review, guidelines and coordination with the Commission staff liaison and the City's Director of Communications.

ENVIRONMENTAL REVIEW

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

FISCAL IMPACT

Content Magazine charges a fee for services at four levels: Contributor \$2,500; Supporter \$5,000; Sponsor \$10,000; and Partner \$25,000; each with a different level of service.

PUBLIC CONTACT

Public contact was made by posting the Cultural Commission’s agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email clerk@santaclaraca.gov or at the public information desk at any City of Santa Clara public library.

RECOMMENDATION

There is no staff recommendation.

Prepared by: Maureen Grzan-Pieracci

Reviewed by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENTS

1. Content Magazine Sponsorship Proposal