



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL **DATE: AUGUST 9, 2016**

FROM: CITY MANAGER'S OFFICE **WARDS: ALL**

SUBJECT: AWARD BID NO. 7412 FOR BROADCAST SET LIGHTING EQUIPMENT TO SGR MEDIA OF GLENDALE AZ, IN THE AMOUNT OF \$80,272.10 – SUPPLEMENTAL APPROPRIATION

ISSUE:

Award Bid No. 7412 to SGR Media, of Glendale, AZ, for broadcast lighting equipment for the Dalton studio broadcast and television production facility, in the amount of \$80,272.10 and authorize a supplemental appropriation from the City's Public, Education, and Government (PEG) account in the amount of \$80,272.10.

RECOMMENDATIONS:

That the City Council:

1. Award Bid No. 7412 to SGR Media, for broadcast lighting equipment for the Dalton studio broadcast and television production facility, in the amount of \$80,272.10; and
2. Authorize a supplemental appropriation from the PEG fund, 0000720-225066, to City Manager's Office, Communications PEG Expense account number 1140000-450055, in the amount of \$80,272.10.

LEGISLATIVE HISTORY:

In 2006, the State passed the Digital Infrastructure and Video Competition Act (DIVCA), allowing municipal cable providers to charge customers a 1% fee for local Public Access, Education and Government (PEG) channel needs. The PEG funds collected in the City are provided to the City to be used for the purchase of equipment and capital improvements related to the PEG channel.

BACKGROUND:

The annual PEG expense budget appropriates \$400,000 per year to be used for PEG equipment and capital improvement. Since the PEG fee started in 2009, fee revenue in excess of the yearly appropriation have been held in a revenue account (0000720-225066). The current projected balance in the PEG revenue account is \$350,636.43.

Professional lighting equipment is needed as the TV studio currently has six manually controlled flood lights. The current lighting requires staff to constantly remove lights from lighting grid mounted 16 feet in the ceiling and remount for each setup. This operation is both time consuming

and potentially dangerous as a ladder is required to move each light. The lighting equipment purposed allows for a computer controlled system. Lights will be mounted in pre-determined locations. Each TV show setup would be pre-programmed to turn on specific lighting configurations as needed. Purposed lighting equipment also offers high versatility as there is a variety of lighting types from spots, floods, and color controlled fixtures. This allows for a more effective and professional final video/TV production.

The Digital Infrastructure and Video Competition Act (DIVCA) allow PEG fees to be used for equipment and capitol expense only. As this purchase is for lighting equipment to be used for the production of TV shows for the Government Access TV channel, this is an allowable expense.

DISCUSSION:

On July 12, 2016, the City received 2 responses to Bid No. 7412 for the purchase of lighting equipment needed for the City's studio to properly light the set for television broadcasts. The lowest responsive bid is from SGR Media, in the amount of \$74,326.01 before tax. After calculating in the CA State taxes, the total amount will be \$80,272.10.

Purchasing Services Manager concurs with the bid award recommendation.

FISCAL IMPACT:

The total fiscal impact of the awarding Bid 7412 is \$80,272.10. The supplemental appropriation from the restricted PEG receipt funds in account number 0000720-225066, are available for this purchase.

Prepared by: Al Zelinka, FAICP, Assistant City Manager
Certified as to
availability of funds: Scott G. Miller, Interim Finance Director/Treasurer
Approved by: Alexander T. Nguyen, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachment: Bid Recommendation