



*City of Arts & Innovation*

# City Council Memorandum

**TO: HONORABLE MAYOR AND CITY COUNCIL      DATE: SEPTEMBER 5, 2023**

**FROM: LIBRARY DEPARTMENT      WARDS: ALL**

**SUBJECT: DIGITAL MEDIA AGREEMENT FOR PURCHASE OF LIBRARY MATERIALS AND SERVICES FROM MIDWEST TAPE, LLC OF HOLLAND, OHIO, IN AN AMOUNT NOT TO EXCEED \$60,000, FOR A 24-MONTH TERM WITH AUTOMATIC RENEWAL PERIODS OF 12 MONTHS**

## **ISSUES:**

Approve a hoopla® Digital Media Agreement for purchase of library materials and services from Midwest Tape, LLC, of Holland, Ohio, in an amount not to exceed \$60,000, for a 24-month term with automatic renewals periods of 12 months thereafter.

## **RECOMMENDATIONS:**

That the City Council:

1. Approve a hoopla® Digital Media Agreement for purchase of library materials and services from Midwest Tape, LLC, of Holland, Ohio in an amount not to exceed \$60,000, for a 24-month term with automatic renewal periods of 12 months thereafter; and
2. Authorize the City Manager, or designee, to execute the hoopla® Digital Media Agreement and the renewals and including all other documents necessary to complete the purchase including making minor and non-substantive changes.

## **DISCUSSION:**

The Riverside Public Library is seeking to increase its existing hoopla® digital media platform access for patrons through an agreement with Midwest Tape, LLC (Attachment 1).

Midwest Tape, LLC, is a library-dedicated, full-service entertainment media distributor that provides physical and audiovisual products exclusively to public libraries across the U.S. and Canada. Midwest Tape's hoopla® digital media platform (hoopla®) allows libraries to provide their users with access to digital media content using smart phones, tablets, computers, streaming devices, and web browsers. The hoopla® platform is designed to be accessible 24/7 and offers various media content in multiple formats, including movies, television programs, music, audiobooks, eBooks, and comics, subject to circulation limits established by the library.

Midwest Tape holds an agreement for products and/or services with Maricopa County, Arizona from a Request for Proposal issued on March 29, 2023, for a pool of vendors for the provision of library materials, collection development services, and library materials processing. The Midwest Tape agreement with Maricopa County allows other governmental entities to purchase from the contract (Attachment 2). On May 9, 2023, Midwest Tape extended their approval for the City of Riverside Public Library to utilize the Maricopa County agreement Serial 230077-S.

Through this agreement, this purchase qualifies as an exception under Purchasing Resolution 23914, Article Six: Acquisition of Goods, Section 602 (f) Exceptions, which states, "Competitive Procurement through the Informal Procurement and Formal Procurement process shall not be required in any of the following circumstances: ... (f) When Cooperative Purchasing is available and undertaken or when Goods can be obtained through Federal, State and/or other public entity pricing contracts or price agreements".

The Purchasing Manager concurs that this purchase is in accordance with Purchasing Resolution No. 23914, Section 602(f).

The Innovation and Technology Director approves of this purchase.

### **STRATEGIC PLAN ALIGNMENT:**

This item contributes to **Strategic Priority 1 - Arts, Culture & Recreation** and **Goal 1.1 - Strengthen Riverside's portfolio of arts, culture, recreation, senior and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities and fund development.**

The item aligns with each of the five Cross-Cutting Threads as follows:

1. **Community Trust** - This item aligns with Community Trust by minimizing the expenditure of City funds through community partnership and involving the community.
2. **Equity** - This item aligns with Equity by facilitating equitable distribution of services to every member of the community through programs funded by donations, gift and trust funds.
3. **Fiscal Responsibility** - This item aligns with Fiscal Responsibility as the community would benefit with no financial implications to the City other than in-kind contributions of staff time.
4. **Innovation** - This item aligns with Innovation by continuing partnerships with the Friends of the Library and Riverside Public Library Foundation to secure funding for programming needs for the community.
5. **Sustainability & Resiliency** - This item aligns with Sustainability & Resiliency by providing fund development opportunity.

### **FISCAL IMPACT:**

The total fiscal impact of the agreement is \$60,000 over the two-year agreement or \$30,000 per fiscal year. The funds to cover the cost of the contract are budgeted and available in the Grants and Restricted Programs Fund, Library-Gift & Trust expenditure account 5145001-450201.

Prepared by: Erin Christmas, Library Director  
Certified as to  
availability of funds: Kristie Thomas, Finance Director/Assistant Chief Financial Officer  
Approved by: Kris Martinez, Assistant City Manager  
Approved as to form: Phaedra A. Norton, City Attorney

Attachments:

1. Agreement
2. Maricopa County contract for e-resources and multimedia downloads