

Legislation Details (With Text)

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Title: Consider Authorizing The City Manager To Enter Into An Agreement With Medium Giant Company, Inc. d/b/a Dallas Morning News Pursuant To RFP #25-004 For Newspaper Legal Advertising and Public Notice Services In An Amount Not To Exceed \$213,000.00 Annually, For A Total Four-Year Contract Amount Not To Exceed \$852,000.00.

Sponsors:

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Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
4/15/2025	1	City Council		

CC MEETING: April 15, 2025

DATE: April 1, 2025

TO: Erin Rinehart, City Manager

FROM: Melissa Everett, Director of Finance
Chrystal Davis, Assistant City Manager

Consider Authorizing The City Manager To Enter Into An Agreement With Medium Giant Company, Inc. d/b/a Dallas Morning News Pursuant To RFP #25-004 For Newspaper Legal Advertising and Public Notice Services In An Amount Not To Exceed \$213,000.00 Annually, For A Total Four-Year Contract Amount Not To Exceed \$852,000.00.

BACKGROUND:

Texas Government Code Sec. 2051 (“TLGC. 2051”) requires municipal public notices to be posted in the designated newspaper of record and meet specific criteria, including the frequency it is published and where and how it is distributed. This agreement with Medium Giant Company, Inc. d/b/a Dallas Morning News allows for the publication of the City’s legal and public notices in The Dallas Morning News, which has been designated as the City of Carrollton’s newspaper of record and meets the requirements of TLGC. 2051.

On November 14, 2024, the City issued request for proposal (RFP) 25-004 for Newspaper Legal Advertising and Public Notice Services. Notifications were posted online and previous and interested vendors were contacted. Two vendors submitted responses. The submissions were reviewed based on criteria related to compliance with Texas Government Code Sec. 2051, cost and City specific publishing needs. Medium Giant Company, Inc. d/b/a Dallas Morning News was deemed the best value to provide newspaper legal advertising and public notice services based on the stated criteria.

The Dallas Morning News will be used for advertising, including public hearing and political election notices. It will also be used to publish legal notices like bond elections and competitive bid announcements for the procurement of goods, services and construction projects. Dallas Morning News currently publishes advertising and legal notices for the City.

FINANCIAL IMPLICATIONS:

Advertising services will be paid for as needed and will be subject to fund availability from various department budgets. Requested amount also includes publishing cost increases, anticipated advertising needs such as Council elections, run-offs, and budget publications, as well as a 10% contingency.

IMPACT ON COMMUNITY SUSTAINABILITY:

This project supports and aligns with the City Council's goals and objectives of improving accessibility to the services we provide.

STAFF RECOMMENDATION/ACTION DESIRED:

Staff recommends that City Council authorize the City Manager to enter into an agreement with Medium Giant Company, Inc. d/b/a Dallas Morning News pursuant to RFP #25-004 for newspaper legal advertisement and public notice services in an amount not to exceed \$213,000.00 annually, for a total four-year contract amount not to exceed \$852,000.00.