



Legislation Text

File #: HCC-5-FY21, **Version:** 1

Submitted by: Laura Reams
Submitting Department: Communications
Agenda Section: Consent

Item Title:
FY21 Hyattsville Life and Times Contract

Suggested Action:

I move that the Mayor and Council approve the FY21 contract for advertising in the Hyattsville Life and Times at a cost not to exceed \$30,400, upon the review and approval of the City Attorney for legal sufficiency. I further move that the Mayor and Council amend the FY21 communications budget in the amount of \$400.

Summary Background:

The City purchases space in the Hyattsville Life and Times to promote City news and activities. The ad purchase includes two (2) center pages, an additional page, and a front-page ad mentioning that the Hyattsville Reporter is inside. Design services for the page layout are included. This contract was initially negotiated at the same cost as the past year's contract.

On June 16, the Board for the Hyattsville Life and Times submitted a request for supplemental funding in relief of the effects of the COVID-19 pandemic on the newspaper's core advertising business. The Life and Times requested additional funds in the amount of \$10,500 to be paid in the first half of the fiscal year that would be stepped down with each succeeding month, in the expectation that businesses will increasingly reopen and grow their cash flow following the end of the pandemic.

Staff reviewed the request with the Executive Committee and determined that the supplemental request was not supportable at the level requested, due to the fiscal constraints of the City. Staff reviewed the historical contract amounts for HLT from FY12-current (see chart below). Given that there has not been an increase in the last 4 years, staff is comfortable with recommending a 6% annual increase for a total contract value of \$30,400. This represents an increase of \$1,720 and will require a budget amendment of \$400, as we have \$30K budgeted for FY21.

A representative of the Hyattsville Life and Times will be available to answer questions from the Council.

Historical Annual Contracts		
Fiscal Year	Annual	% Increase
FY12	25200	
FY13	26400	5%
FY14	27300	3%
FY15	28200	3%
FY16	28680	2%
FY17	28680	0%

FY18	28680	0%
FY19	28680	0%
FY20	28680	0%
FY21 Staff Rec	30400	6%

Next Steps:

Upon approval, proceed with execution of contract with Hyattsville Life & Times at a 6% increase and amend the FY21 budget in the amount of \$400.

Fiscal Impact:

\$30,400

City Administrator Comments:

Recommend Support

Community Engagement:

Purchasing space in the Life and Times is a tool for community engagement.

Strategic Goals:

Goal 1 - Ensure Transparent and Accessible Governance

Legal Review Required?

Pending