

BEFORE THE METRO CONTRACT REVIEW BOARD

FOR THE PURPOSE OF AMENDING THE) RESOLUTION NO. 00-2921
CONTRACT BETWEEN METRO AND THE)
HALLOCK-MODEY AGENCY (CONTRACT NO.) Introduced by Mike Burton
920104) FOR ADVERTISING SERVICES AT THE) Executive Officer
OREGON ZOO)

WHEREAS, The increased expenditures for advertising over the last three years has resulted in attendance increases; and

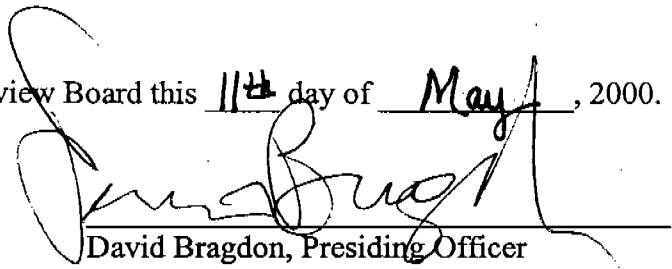
WHEREAS, The amount of the zoo's contract for advertising agency services needs to be increased to keep expenditures at the higher level that has produced these increases (see Exhibit A, contract amendment, attached); and

WHEREAS, This amount goes directly for the production and purchase of advertising, and does not increase the amount which the contractor receives directly,

BE IT RESOLVED:

That the Metro Council authorizes an increase in the amount of the zoo's contract for advertising services by \$419,270.

ADOPTED by the Metro Contract Review Board this 11th day of May, 2000.


David Bragdon, Presiding Officer

Approved as to form:

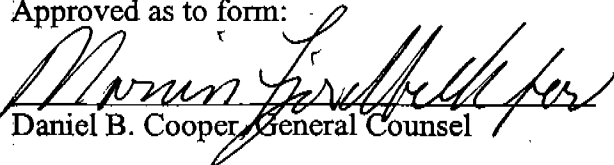

Daniel B. Cooper, General Counsel

Exhibit A

**AMENDMENT NO. 1
CONTRACT NO. 920194**

This Agreement hereby amends the above titled contract between Metro, a metropolitan service district, and The Hallock-Modey Agency, hereinafter referred to as "Contractor."

This amendment is a change order to the original Scope of Work as follows:

1. The maximum sum payable under this contract is hereby increased by \$ 419,270.00 for an extended contract total not to exceed \$976,570.00; and
2. The Contractor will make media buys and place additional advertising as requested by the Oregon Zoo Marketing Manager and will be reimbursed as stated in the original contract.

Except for the above, all other conditions and covenants remain in full force and effect.

In Witness to the above, the following duly authorized representatives of the parties referenced have executed this Agreement:

THE HALLOCK-MODEY AGENCY

METRO

SIGNATURE DATE

SIGNATURE DATE

NAME

NAME

TITLE

TITLE

STAFF REPORT

CONSIDERATION OF RESOLUTION NO. 00-2921 FOR THE PURPOSE OF AMENDING THE CONTRACT BETWEEN METRO AND THE HALLOCK MODEY AGENCY (CONTRACT NO. 920104) FOR ADVERTISING SERVICES AT THE OREGON ZOO

April 6, 2000

Kathy Kiaunis

BRIEF DESCRIPTION OF RESOLUTION

The Oregon Zoo wishes to amend the contract with The Hallock Modey Agency for an additional sum of \$419,270 to continue design and placement of various kinds of advertisements for the zoo.

EXISTING LAW

Metro Contract Procedures for Amendments and Change Orders for Personal Services Contracts states that if original contract is over \$25,000, an additional amount of \$25,000 or less may be amended. Other amendments must have Council approval.

BACKGROUND

Oregon Zoo has a three-year contract with The Hallock Modey Agency for producing and placing advertising. The agency is paid a fixed amount each month for creating and overseeing production and placement of the ads. Expenses for graphic production of ads and purchase of advertising space is billed separately through the contract.

Because of the expected impact of construction disruption on attendance, the decision was made to increase the zoo's advertising. This increase paid off with high zoo attendance in a year when the zoo had very little new to promote in the way of exhibits or animals. In addition, several ads that in the past were paid directly by the zoo were paid by the agency. The majority of the requested increase is a result of koala ads and planned Steller Cove ads, for which the zoo has received sponsorship.

Because of this past increase in advertising expense, as well as the desire to keep advertising spending at a higher level, more funds need to be allocated for the advertising agency contract through the remainder of the contract, which expires October 31, 2000.

BUDGET IMPACT

This action would increase the advertising agency contract by \$419,270. The increased amount spent through this contract in prior years was re-allocated from other budget line items within the Marketing budget. A budget adjustment of \$52,000 is being requested in FY99-00. The FY00-01 budget will reflect the amended amount.

OUTSTANDING QUESTIONS

None

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 00-2921.

March 20, 2000

From: Pete Sandrock 
To: Jennifer Sims/ASD

Re: **Blue Sheet 1380 (Res. 00-2921)**
Zoo's Contract w/Hallock Modey ad agency

Jennifer:

I've attached the Blue Sheet packet on this resolution. I understand that the Zoo will soon submit a budget amendment covering a multitude of mid-year revenue and expenditure issues including the source of revenue for the \$52,000 budget adjustment mentioned in the attached staff report.

Please coordinate with Zoo staff so that the two amendments are presented to the Exec at the same time (we need to understand both the revenue and expenditure sides of the equation).

Thanks.

cc: Cathy Kirchner (w/o encl)
Kathy Kiaunis (w/o encl)