



## **Staff Report for Committee of the Whole Meeting**

**Date of Meeting:** November 20, 2017

**Report Number:** SRCFS.17.050

**Department:** Corporate and Financial Services

**Division:** Office of the Clerk

**Subject:** SRCFS.17.050 - Advertising Contract Extension

### **Purpose:**

To obtain approval to extend the sole-source contract with York Region Media Group, a division of Metroland Media Group Ltd., for the provision of advertising services in The Richmond Hill Liberal.

### **Recommendation(s):**

- a) That staff be authorized to extend the non-competitive award of advertising services awarded to York Region Media Group, a division of Metroland Media Group Ltd., for up to four (4) additional one (1) years terms, for a cost not to exceed \$163,000 (exclusive of Taxes) in the first additional one year term, and subsequent terms not to exceed the approved budget, pursuant to Article 7.1 (1) of the Procurement By-law 113-16 as the goods and/or services are provided by a market-based monopoly.
- b) That the Mayor and the Clerk be authorized to execute any necessary documentation to effect the contract upon the recommendation of the Commissioner of Corporate and Financial Services.

### **Contact Person:**

Stephen M.A. Huycke, Director of Legislative Services/Town Clerk, extension 2529

### **Report Approval:**

**Submitted by:** Mary-Anne Dempster, Commissioner of Corporate and Financial Services

**Approved by:** Neil Garbe, Chief Administrative Officer

All reports are electronically reviewed and/or approved by the Division Director, Treasurer (as required), Town Solicitor (as required), Commissioner, and Chief Administrative Officer. Details of the reports approval are attached.

## **Background:**

Effective January 1, 2013, the Town entered into a three-year (3) sole-source contract with Metroland Media Services Ltd. for advertising services in The Richmond Hill Liberal newspaper (“the Liberal”). The Town publishes the Bulletin Board pages in The Liberal on a weekly basis. The Bulletin Board includes advertisements for Town services, activities and events, public notices required by the Town’s notice policy, as well as various mandatory notices under provincial legislation. The original contract with expired on December 31, 2015, and has been extended for two (2) additional one (1) year terms. This report seeks authorization to further extend the contract for four (4) additional one (1) year terms beginning in 2018.

## **Statutory Advertising Obligation**

The Town is required by provincial legislation and regulations to publish various notices (e.g. Notice of Passing Zoning By-law, Notice of Passing a Development Charges By-law) in a local newspaper with sufficiently general circulation in the area to which the particular notice applies. Notices often have to be published within a limited amount of time as set out in provincial regulation (for example, some notices must be provided within 15 days after passing a by-law). The Liberal is published weekly and has a circulation of approximately 53,000. There is no other newspaper in the Town that is published as frequently or has as broad a circulation the Liberal.

The Town publishes an average of 140 statutory notices per year. The volume and obligation to publish various notices in a local is not expected to change due to the fact that the province is not currently proposing to amend and legislation governing public notices. The Town will, therefore, be obligated to continue to publish notices in The Liberal for the foreseeable future. Staff have canvassed the practices of other municipalities (e.g. Oakville, Burlington, Markham and Barrie), all of whom continue to publish notices in the paper in a similar fashion to Richmond Hill.

## **Financial/Staffing/Other Implications:**

The approved 2016 and 2017 budget for advertising services in the Liberal is \$166,200. This amount is offset by an advertising revenue budget of \$63,000. The advertising revenues come from development and other application fees. It is expected that the 2018 budget for advertising services will remain the same as in 2016 and 2017 at \$162,200.

## **Relationship to the Strategic Plan:**

Approval of a contract for advertising services in The Liberal relates to the strategic plan goal of “Stronger Connections in Richmond Hill” by keeping lines of communication open and building stronger links and relationship with our Neighbours.

## **Conclusion:**

To meet its ongoing statutory obligations, as well as provide residents with information on events and activities, the Town publishes the Bulletin Board in the Liberal on a weekly basis. The requirements to publish notices in a local paper with broad circulation are not expected to be changed by the Government of Ontario at any time in the foreseeable future. The Town is mandated to continue to advertise in the Liberal requiring that the contract be extended.

## **Attachments:**

None

### Report Approval Details

|                      |  |
|----------------------|--|
| Document Title:      | SRCFS.17.050 - Advertising Contract Extension.docx |
| Attachments:         |  |
| Final Approval Date: | Nov 10, 2017                                       |

This report and all of its attachments were approved and signed as outlined below:

**No Signature found**

**Meeta Gandhi - Nov 7, 2017 - 12:17 PM**

**No Signature found**

**Tharshini Markandaier - Nov 10, 2017 - 12:39 PM**

**Mary-Anne Dempster - Nov 10, 2017 - 12:46 PM**

**Neil Garbe - Nov 10, 2017 - 1:23 PM**