

# Mayor and Council Communication

DATE: 06/28/22

M&C FILE NUMBER: M&C 22-0537

LOG NAME: 14ADCLUB2022

## **SUBJECT**

(ALL) Authorize Execution of an Agreement with HWW, Inc. d/b/a Ad Club Advertising for Job Advertising in an Amount Not to Exceed \$200,000.00 Annually and Authorize Four One-Year Renewal Options for the Same Annual Amount for All City Departments

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## **RECOMMENDATION:**

It is recommended that the City Council authorize the execution of an agreement with HWW Inc. d/b/a Ad Club Advertising for job advertising in an amount not to exceed \$200,000.00 annually and authorize four one-year renewal options for the same annual amount for all City departments.

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## **DISCUSSION:**

The City of Fort Worth has been utilizing Ad Club for job advertising since 2017. It is recommended that the City continue to utilize HWW Inc. d/b/a Ad Club Advertising ("Ad Club"), as the vendor is an expert in the field of job advertising who works directly with online vendors to ensure the City of Fort Worth's job postings are obtaining maximum exposure. Moreover, Ad Club is an expert in pay-for-performance job postings, advising with job ad placement, event promotion, social media and mobile app targeted advertising. Ad Club is able to tailor advertising to a client's specific approach, goals and budget. With Ad Club Advertising services, it ensures that the City of Fort Worth is staying current and competitive with the fast-changing job market.

In 2017, Ad Club was first contracted to handle the City's job advertising on Indeed.com and ZipRecruiter. The original agreement has since expired. Through this new agreement, Ad Club will also handle job advertising relationships with Glassdoor.com, Careers In Government, and LinkedIn. The City Attorney's office has reviewed and approved a Chapter 252 Exemption Form for this service

AGREEMENT TERMS: Upon City Council approval, this agreement shall begin upon execution and expire one year from that date.

RENEWAL TERMS: This agreement may be renewed for four additional, one-year terms. This action does not require specific City Council approval provided that the City Council has appropriated sufficient funds to satisfy the City's obligations during the renewal term.

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## **FISCAL INFORMATION / CERTIFICATION:**

The Director of Finance certifies that upon approval of the above recommendation, funds are available in the current operating budget, as previously appropriated, and upon adoption of the Fiscal Year 2023 Budget by the City Council, funds will be available in the Fiscal Year 2023 Operating Budget, as appropriated, in the General Fund Prior to an expenditure being incurred, the Human Resources department has the responsibility to validate the availability of funds.

**Submitted for City Manager's Office by:** Reginald Zeno 8517

**Originating Business Unit Head:** Dianna Giordanno 7783

## **Additional Information Contact:**

Expedited