

October 21, 2021

22-045

CONTRACT APPROVAL FOR BOND ADVERTISING
AGENCY TO WINNING MARK

PREPARED BY: Michael Mathews, College Purchasing Manager,
Procurement

FINANCIAL
RESPONSIBILITY: Greg Harris, Director, Marketing and Communications
Sylvia Kelley, Executive Vice President

APPROVED BY: Mark Mitsui, President

STRATEGIC THEMES: Belonging: Transform our learning culture toward
creating a sense of belonging and well-being for every
student.

Delivery: Redefine time, place, and systems of
educational delivery to create a more learner-centric
ecosystem.

Enterprise: Cultivate a long-term sustainable college
enterprise

Workforce: Respond to community and workforce needs
by developing a culture of agility.

REPORT: Portland Community College periodically asks voters to
approve general obligation bonds secured from
property taxes to pay for capital improvements to our
facilities and operations or new construction. The
College's last general obligation bond funding request
was in 2017, and it was successful. The College
anticipates putting another capital bond measure before
the voters for the November 2022 election. This request
is planned to replace property taxes due to come off the
taxpayers' assessment because the bonds previously
secured have been paid.

The College intends to launch an advertising campaign
from July 2022-November 8, 2022 for the purpose of
educating voters about Portland Community College.

A formal Request for Proposals was posted on July 12,

2021 on the State's Procurement website, OregonBuys. The College received five (5) responses.

None of the Proposers are registered with the Oregon Certification Office for Business Inclusion and Diversity (COBID) office.

RECOMMENDATION: That the Board of Directors authorizes the College to enter into a contract with Winning Mark for the sum of \$171,875.00 from the General Fund.