



City Council Regular Meeting AGENDA ITEM

NUMBER: 5

SUBJECT: Marketing and Advertising Campaign for Police Department Personnel Recruitment Services Agreement with All-Star Talent Inc. in a Total Amount Not to Exceed \$350,000 for a Term of 18-24 Months. (Citywide) (For Possible Action; Recommendation – Approve)	
REQUESTED BY: Sally Ihmels, Assistant City Manager	WARD: (Citywide)
RECOMMENDATION OR RECOMMEND MOTION: That the City Council approve the Marketing and Advertising Campaign for Police Department Personnel Recruitment Services Agreement with All-Star Talent Inc. for a total amount not to exceed \$350,000.00 for a term of 18-24 Months.	
FISCAL IMPACT: Amount: \$350,000.00 Explanation:	ACCOUNT NUMBER: N/A

STAFF COMMENTS AND BACKGROUND INFORMATION:

The City of North Las Vegas has made the recruitment of new police officers and lateral transfers from other law enforcement agencies a priority. The City’s Purchasing Department conducted RFP 2023-004 to solicit proposals from vendors for these services. The original ten respondents were All-Star Talent Inc, B&P Advertising, CEGSOFI-EBIZUNIVERSE LLC, CPS HR Consulting, CPS Tech Inc, Kirvin Doak Communications, MassMedia, Sensis, Storyville RD, LLC, and Sumnu Marketing LLC. Sensis was initially selected and awarded an agreement on August 15, 2023; however, Sensis is no longer able to perform under the terms of the Agreement. Accordingly, that agreement was terminated on December 11, 2023. All-Star Talent Inc. was the second most responsive and responsible bidder after Sensis, Inc., and is properly licensed and qualified to perform the work. Staff recommends awarding the contract to All-Star Talent Inc.

CIP No.	Related Item:	
LIST CITY COUNCIL GOAL(S): Safe and Livable Community		
PREPARED BY: Sally Ihmels, Assistant City Manager	Respectfully Submitted Ryann Juden, City Manager	MEETING DATE: January 17, 2024