

**RESOLUTION NO. \_\_\_\_\_ (N.C.S.)**

**RESOLUTION AUTHORIZING SERVICE AGREEMENT WITH IHEARTMEDIA**

**WHEREAS**, the Police Department is at critical staffing levels, with only 127 sworn officers as of March 1, 2024; and

**WHEREAS**, the Salinas City Council approved updated police hiring incentives on March 5, 2024 and the Police Department would like to maximize recruitment efforts through the use of a comprehensive audio and visual marketing campaign; and

**WHEREAS**, iHeartMedia Entertainment Inc. has submitted a proposal for a comprehensive audio and visual marketing campaign to include audio commercials, radio endorsements, streaming commercials, podcast spots, as well as social media displays and advertisements; and

**WHEREAS**, The City Council has the authority to approve this Service Agreement under Salinas Municipal code Section 12-27 and without application of the local purchasing preference pursuant to Salinas Municipal Code Section 12-28.080

**NOW, THEREFORE, BE IT RESOLVED** that the Salinas City Council authorizes the City Manager to execute Service Agreement with iHeartMedia Entertainment Inc. for Police Recruitment Advertising and Marketing Services for total cost not to exceed \$54,800.

**PASSED AND APPROVED** this 19<sup>th</sup> day of March, 2024, by the following vote:

**AYES:**

**NOES:**

**ABSENT:**

**ABSTAIN:**

**APPROVED:**

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Kimbley Craig, Mayor

**ATTEST:**

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Patricia M. Barajas, City Clerk