

STAFF REPORT
City of Lancaster

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2/27/2024
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Date: February 27, 2024

To: Mayor Parris and City Council Members

From: Alexis Merino, Assistant Director

Subject: Professional Services Agreement – Ryan Michel

Recommendation:

1. It is recommended that the City Council approve a Professional Services Agreement with Ryan Michel in an amount not to exceed \$135,000; and
2. Authorize the City Manager, or his designee, to execute any amendments to the Agreement deemed necessary to complete the project in a form approved by the City Attorney; and
3. Find that this item is not a project pursuant to the California Environmental Quality Act.

Fiscal Impact:

Sufficient funds of \$135,000 are available in Lancaster TV Peg Fee Expense account number 10115100.5341.

Background:

The L28 Team has made progress in leaps and bounds over the last six months and has built up a lot of momentum in terms of establishing a conventional format for each episode that L28 produces, as well as a production schedule that has allowed for dozens of stories to be produced and filmed. L28 is now broadcasting episodes that promote the highlights of our city for all to see. The levels of entertainment and professionalism vary across the stories produced by L28, and it is imperative that the stories broadcasted by the L28 team be relevant, entertaining, enriching, and local. Just as important is the need for the content to be well-researched, informative, and compelling. The episodes shared via channel 28 and on the City of Lancaster’s YouTube Channel present an exciting opportunity to promote the city to both existing and potential business partners, current employees, and residents and visitors of the community. We need to maximize the utility of this platform to promote the City of Lancaster both internally and externally, and to highlight the best the city has to offer.

Under the supervision and direction of the Project Manager, Ryan Michel, the L28 team will

produce one, eight-story episode every week, with one week's time between the conception of the stories and the filming of the related episode. The Project Manager will be directly responsible for overseeing the L28 team to produce the best content possible. This position will allow for around-the-clock oversight of the content being produced by the L28 team, and to ensure the standards of story writing, videography, and on-camera presence meet the expectations of City Leadership, the City Manager's Office, and the Communications Department. The Project Manager will act as an on-site producer and manager on shoot dates of L28 episodes, in-studio and "out in the field" interviews and event coverage. The Project Manager will supervise the production of "L28 News," "Tiff on the Town," and "L28 Sports" for the City of Lancaster.

In addition to production, the Project Manager will coordinate call-times, coordinate event coverage and manage the L28 Team's production calendar while meeting weekly deadlines accordingly.

The City Manager's Office is requesting to enter into a Professional Services Agreement and determine Ryan Michel as a Sole Source vendor for L28 Project Management Support for a (12) month agreement. Given Ryan Michel's extensive experience and unmatched familiarity with the City's projects from prior engagements, there is no cost advantage in soliciting bids from other vendors. His prior work ensures compliance and continuity critical for the timely and efficient completion of our projects, justifying Ryan Michel as the sole source provider for these services.

Attachment:

Professional Services Agreement Sole Source Memo