



**City of Santa Ana  
20 Civic Center Plaza, Santa Ana, CA  
92701 Staff Report  
March 21, 2023**

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**TOPIC:** Award Aggregate Blanket Order Contracts for Promotional Items

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**AGENDA TITLE**

Award Aggregate Blanket Order Contracts to Promotethis!, Graphic Printsource, Inc., Superior Promos, and QCORP Printing Solutions for Promotional Items in a Not-to-Exceed Aggregate Amount of \$975,000 (Specification No. 23-024) (General Fund and Non-General Fund)

**RECOMMENDED ACTION**

Award aggregate blanket order contracts to vendors listed below for the purchase of promotional items on an as-needed basis in an annual amount not to exceed \$195,000, with a total aggregate contract amount not to exceed \$975,000, for an initial one-year term expiring on March 31, 2024, with provisions for four, one-year renewal options, subject to non-substantive changes approved by the City Manager and City Attorney.

Graphic Printsource, Inc.  
Promotethis!  
QCORP Printing Solutions  
Superior Promos

Corona, CA  
Huntington Beach, CA  
Loomis, CA  
Brooklyn, NY

**DISCUSSION**

The City utilizes an assortment of promotional items for educational purposes and disperse information about the City of Santa Ana throughout the community, at various community and professional events. Promotional items are frequently distributed during community events sponsored by various City departments and agencies citywide, including Water Resources Division; Public Works Agency, Economic Development Division; Parks Recreation and Community Services Department; Human Resources Department; City Manager's Office; and the Santa Ana Police Department. In addition, the Human Resources Department utilizes these products as incentives and prizes for participants who partake in the Commuter Services Program, as well as at any City of Santa Ana Employee event.

The Invitation for Bids (IFB) No. 23-024 was advertised on February 2, 2023, on the

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City's online bid and management publication system. A summary of the Invitation for Bid and bids received is as follows:

94	Vendors notified
6	Santa Ana vendors notified
26	Vendors downloaded the bid packet
13	Bids received
0	Bids received from Santa Ana Vendors

Bids were solicited, opened on February 16, 2023, and evaluated (Exhibit 1). The bids submitted by Promotethis! located in Huntington Beach, California, Graphic Printsource, Inc., located in Corona, CA, Superior Promos located in Brooklyn, NY, and QCORP Printing Solutions located in Loomis, CA were determined responsive to the specifications and meet the City's requirements.

**FISCAL IMPACT**

Funds for the duration of the contract period, an aggregate amount not to exceed \$195,000 annually, will be included in various departmental Miscellaneous Operating Expense account (no. 63001).

**EXHIBIT**

1. Abstract of Bids (23-024)

Submitted By: Kathryn Downs, Finance and Management Services Executive Director

Approved By: Kristine Ridge, City Manager