

City of Los Alamitos

Agenda Report Consent Calendar

December 21, 2009
Item No: 8E

To: Mayor Marilyn A. Poe & Members of the City Council

Via: Jeffrey L. Stewart, City Manager

From: Angie Avery, Director of Recreation and Community Services

Subject: Race on the Base Participant and Volunteer Shirt Purchase Requisition

Summary: This agenda item is a purchase requisition for the Race on the Base shirts to be used for participants and volunteers. Every participant in each race receives a shirt as part of their registration fee. Each volunteer also receives a shirt for their service to the event. This item has been placed on the agenda because the cost of the purchase would exceed the expenditure authority of the City Manager.

Recommendation:

Authorize the City Manager to purchase 2010 Race on the Base participant and volunteer T-shirts from Kustom Imprints in an amount not to exceed \$23,000.

Background

The 29th Annual Los Alamitos Race on the Base is scheduled for Saturday, February 27, 2010 at the Joint Forces Training Base in Los Alamitos. The Race includes the following events: Mission: Kids Run, 5K Walk (now timed), 5K Run, 10K Run, 10K Wheelchair and In-line Skate Race, and the popular Reverse Triathlon returning for the second year. The event also features static military displays, musical entertainment, a Vendor Expo, Pancake Breakfast, and free Family Fun Zone.

Last year's race was a success with 3,011 participants compared to 1,970 total participants in 2008. The race entry fee includes a participant shirt. As the race has grown, so have the number of shirts to be purchased. Attendance is expected to increase again for the 2010 event as a result of increased marketing efforts. This year new incentives such as a short-sleeved technical race shirt for participants and dog tag finisher medals for all Reverse Triathlon participants will be offered.

Discussion

The Recreation and Community Services Department asked local companies to bid on the following T-shirt specifications:

1. 3,000 - A-1 tech shirt with silk-screened 6 color back and 4 color front for participants
 2. 300 - 100% cotton grey t-shirt with 6 color back and 4 color front for volunteers
- Three qualified vendors were solicited to submit a bid for the Race on the Base T-shirts. Staff solicited vendors they knew would be competitive at the lowest prices possible and considerable research was undertaken prior to contacting the vendors.

Company	Cost Per Shirt
SCORES Athletics	\$5.50 per participant shirt \$5.15 per volunteer shirt
Kustom Imprints	\$5.50 per participant shirt \$3.55 per volunteer shirt
West Coast Artwear (Los Alamitos based company)	Did not submit a bid because our order exceeded their capacity

This agenda item seeks approval to purchase 2010 Race on the Base participant and volunteer shirts in an amount not to exceed \$23,000. Kustom Imprints submitted the lowest qualified bid.

Kustom Imprints has a solid history of providing merchandise for the City of Los Alamitos Recreation and Community Services Department. In the recent past we have purchased sports, day camp, and the Los Alamitos Volunteer Program T-shirts from this vendor after soliciting bids from other T-shirt companies. They consistently have the lowest prices and the best merchandise. Staff recommends the purchase of Race on the Base participant and volunteer shirts from Kustom Imprints for the 2010 29th Annual Los Alamitos Race on the Base event.

Fiscal Impact

The purchase of the T-shirts is covered by participant registration fees for the Race on the Base. The department scrutinizes every expenditure in an effort to generate as net profit for the Race as possible. Net profit for the 2009 event increased from the highest previous total of \$14,360 in 2005 to \$78,671 in 2009.

Submitted By:

Approved By:

Angie Avery
Director of Recreation and Community Services

Jeffrey L. Stewart
City Manager

Attachment: 1) Purchase Requisition for Race on the Base participant and volunteer shirts