



# City of Carson Report to Mayor and City Council

September 6, 2011  
New Business Consent

**SUBJECT: CONSIDERATION OF A TWO-YEAR CONTRACT EXTENSION WITH CASTRO STUDIOS TO PROVIDE PHOTOGRAPHIC SERVICES TO THE CITY OF CARSON**

Submitted by Clifford W. Graves  
Interim City Manager

Approved by Clifford W. Graves  
Interim City Manager

## I. SUMMARY

For several years, the city of Carson has retained the services of Castro Studios to provide photographic services. Currently, the city has a two-year contract with Castro Studios for the period October 1, 2009 to September 30, 2011 (Exhibit No. 1). Because of the quality of work and services provided by Castro Studios and the familiarity of its photographers with assignments throughout the city, the City Council is asked to waive the proposal process as required in Carson Municipal Code 2610 (a) (Exhibit No. 2) and approve a two-year extension in the amount of \$43,700.00 for the period October 1, 2011 through September 30, 2013.

## II. RECOMMENDATION

TAKE the following actions:

1. WAIVE the proposal process as defined by Carson Municipal Code Section 2610(a).
2. APPROVE a two-year contract extension with Castro Studios for providing photographic services to the city of Carson, in the amount of \$43,700.00 for the period October 1, 2011 through September 30, 2013.

## III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

## IV. BACKGROUND

Since 1998, the city of Carson has contracted the photographic services of Castro Studios which include providing photo coverage for all city events, taking and producing official portraits for all elected officials, various photo shoots and location shots, and producing digital and photo prints as requested by Public Information Office or the City Council.

Castro Studios, a family-owned and operated business, has consistently provided the city with high quality products because of its photo equipment, professional grade software, and the extensive combined experience of its owners, George and Barbara Castro.

As the city's official photographers over the last 13 years, the Castros have

developed a strong familiarity with all city assignments and good rapport with the Carson community, allowing them to provide an excellent level of service to the city. Staff believes that extending the contract with Castro Studios will benefit the city and the Carson community because of the quality of products and services it has continuously provided for many years.

In the attached letter from George Castro to the Mayor and City Council, he is offering to continue his service for the next two years without increasing the costs of his products and services in his current contract (Exhibit No. 3). Castro Studios' current two-year contract with the city was for the amount for \$58,005.00 for the period October 1, 2009 through September 30, 2011. However, because of the elimination and/or suspension of various city special events in FY 2010/11 and FY 2011/12, it is expected that by the end of the contract period, the total amount expended from the contract will be approximately \$38,000.00. Allowing for a 15% contingency for any unforeseen assignments, staff is recommending the City Council consider approving a two-year contract extension in the amount of \$43,700.00.

V. **FISCAL IMPACT**

Funds for this contract are included in the FY 2011/12 general fund budget in the account numbers 01-50-540-003-6004 and 01-10-000-003-6004.

VI. **EXHIBITS**

1. Current purchase order with Castro Studios. (pgs. 4-6)
2. Carson Municipal Code Section 2610(a). (pg.7)
3. Letter from George Castro to Mayor and City Council. (p. 8)
4. Minutes from September 1, 2009 City Council meeting, Item no. 10. (pg.9)

Document1

Prepared by: Zarah Cruz, Public Information Manager

TO:Rev010511

Reviewed by:

|   |                      |
|---|----------------------|
| City Clerk  | City Treasurer       |
| Administrative Services                               | Development Services |
| <i>Jaquelyn Cruz</i><br>Economic Development Services | Public Services      |

| Action taken by City Council |              |
|------------------------------|--------------|
| Date _____                   | Action _____ |
|                              |              |

PURCHASE ORDER



**CITY OF CARSON**

701 E. CARSON STREET, P.O. BOX 6234, CARSON, CA. 90749

PURCHASING DIVISION

Telephone: 310/830-7600

Fax: 310/518-2874

No. B04192  
RB005677

THIS NUMBER MUST APPEAR  
ON ALL INVOICES, SHIPPING  
DOCUMENTS AND PACKAGES.

PEID

104825

DATE 09/21/09  
P I O

TO: GEORGE CASTRO  
CASTRO PHOTOGRAPHY STUDIOS  
1117 W GARDENA BLVD #100  
GARDENA, CA 90247

SHIP TO: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

| ITEM | QUANTITY | UNIT | DESCRIPTION   | UNIT PRICE | AMOUNT    |
|------|----------|------|---|------------|-----------|
| 0001 | 1        | LOT  | <p>PROVIDE PHOTOGRAPHIC SERVICES AS REQUESTED AND IN ACCORDANCE WITH THE CITY OF CARSON REQUEST FOR PROPOSAL #P09-02, AND PER REVISED PRICE SCHEDULE FOR A PERIOD OF TWO YEARS BEGINNING OCTOBER 1, 2009 THROUGH SEPTEMBER 30, 2011, AS APPROVED BY CITY COUNCIL ON SEPTEMBER 1, ITEM NO. 10.</p> <p>SERVICES TO BE COORDINATED WITH THE PUBLIC INFORMATION MANAGER, OR HER DESIGNEE, AT (310) 952-1740.</p> <p>THE MAXIMUM AMOUNT AUTHORIZED UNDER THIS ORDER SHALL NOT EXCEED \$58,005.00</p> <p>THIS ORDER SUPERSEDES P.O. NO. B03282</p> <p>NOTE: PROOF OF INSURANCE IS TO BE PROVIDED AS FOLLOWS:</p> <p>1. \$1,000,000 GENERAL LIABILITY.</p> <p>* * CONTINUED ON NEXT PAGE * *</p> <p>PLEASE MAIL INVOICES IN <u>DUPLICATE</u> TO ACCOUNTS PAYABLE</p> | 58,005.00  | 58,005.00 |

|                |        |          |                        |           |
|----------------|--------|----------|------------------------|-----------|
| DISCOUNT TERMS | F.O.B. | SHIP VIA | REQUIRED DELIVERY DATE | QUOTED BY |
|----------------|--------|----------|------------------------|-----------|

COMPLETED AS ORDERED

DISCREPANCY ON ORDER AS INDICATED

| ITEM NO. | DATE RECEIVED | INVOICE NO. | QUANTITY RECEIVED | TOTAL RECEIVED | PARTIAL RECEIVING SIGNATURE |
|----------|---------------|-------------|-------------------|----------------|-----------------------------|
|          |               |             |                   |                |                             |
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|          |               |             |                   |                |                             |
|          |               |             |                   |                |                             |
|          |               |             |                   |                |                             |

**EXHIBIT NO. 1**



PURCHASE ORDER



**CITY OF CARSON**

701 E. CARSON STREET, P.O. BOX 6234, CARSON, CA. 90749

PURCHASING DIVISION

Telephone: 310/830-7600

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TO: GEORGE CASTRO  
CASTRO PHOTOGRAPHY STUDIOS  
1117 W GARDENA BLVD #100  
GARDENA, CA 90247

SHIP TO: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

| ITEM     | QUANTITY | UNIT | DESCRIPTION  | UNIT PRICE | AMOUNT    |
|----------|----------|------|--|------------|-----------|
|          |          |      | \$1,000,000 AUTOMOBILE LIABILITY.  |            |           |
|          |          |      | 2. WORKERS COMPENSATION AS REQUIRED BY STATUTE.                                    |            |           |
|          |          |      | 3. REFERENCE ABOVE PURCHASE ORDER NUMBER AND FORWARD TO THE ATTN: RISK MANAGEMENT. |            |           |
| PO Total |          |      |  |            | 58,005.00 |

PLEASE MAIL INVOICES IN DUPLICATE TO ACCOUNTS PAYABLE

|                          |                       |          |  |                     |
|--------------------------|-----------------------|----------|--|---------------------|
| DISCOUNT TERMS<br>NET 30 | F.O.B.<br>DESTINATION | SHIP VIA | REQUIRED DELIVERY DATE<br>AS REQUESTED | QUOTED BY<br>P09-02 |
|--------------------------|-----------------------|----------|--|---------------------|

COMPLETED AS ORDERED

DISCREPANCY ON ORDER AS INDICATED

| ITEM NO. | DATE RECEIVED | INVOICE NO. | QUANTITY RECEIVED | TOTAL RECEIVED | PARTIAL RECEIVING SIGNATURE |
|----------|---------------|-------------|-------------------|----------------|-----------------------------|
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|          |               |             |                   |                |                             |



P09-02

REVISED

**CITY OF CARSON  
 REQUEST FOR PROPOSAL NO. P09-02  
 PHOTOGRAPHIC SERVICES**

City of Carson  
 701 East Carson Street  
 Carson, California 90745

Dear Purchasing Manager:

In accordance with your invitation to submit a request for proposal to provide photographic services to the city of Carson, the undersigned hereby agrees to accept all terms and conditions and to provide the services, et al., as specified by the city of Carson Request for Proposal No. P09-02, "Photographic Services" and to enter into a contract for the same and begin providing the services within        days after receipt of the order for the following prices.

Material costs shall include sales tax.

| DESCRIPTION OF SERVICE              | UNIT COST | ESTIMATED TWO YEAR QUANTITY | EXTENDED COST |
|-------------------------------------|-----------|-----------------------------|---------------|
| <b>Photographic Services</b>        |           |                             |               |
| Location shooting (per hour)        | 42.00     | 1,000 hrs.                  | 42,000.00     |
| <b>Color Photographic Services</b>  |           |                             |               |
| Digital Proof Sheets                | 7.00      | 1500                        | 10,500.00     |
| 5" X 5" Custom Proofs               | 1.00      | 50                          | 50.00         |
| 8" X 10" Prints                     | 6.00      | 200                         | 1,200.00      |
| 5" X 7" Prints                      | 4.00      | 300                         | 1,200.00      |
| 16" X 20" Portrait (Studio Seating) | 30.00     | 10                          | 300.00        |
| 8" X 10" Portrait                   | 9.00      | 25                          | 225.00        |
| 5" X 7" Portrait                    | 4.80      | 100                         | 480.00        |
| 2" X 3" Portrait                    | 1.50      | 200                         | 300.00        |
| <b>Digital Services</b>             |           |                             |               |
| Photo CDs                           | 17.50     | 100                         | 1,750.00      |

GRAND TOTAL \$ 58,005.00

Bidder's initials: LC

**§ 2610 Services.**

Procurement of services of an estimated value in the amount of \$25,000 or less may, with the written approval of the City Manager, be made by the Purchasing Manager. Procurement of services of more than \$25,000 shall be approved by the City Council.

(a) Minimum Number of Proposals. Procurement of services of an estimated value of less than \$10,000 shall require at least one (1) written proposal; procurement of services of an estimated value of \$10,000 or more but less than \$25,000 shall require at least two (2) written proposals; and procurement of services of an estimated value of \$25,000 or more shall require at least three (3) written proposals.

(b) Retention of Proposals. Proposals shall be submitted to the Purchasing Manager who shall keep a record of all proposals for a period of two (2) years after submission of proposals. This record, while so kept, shall be open to public inspection, except that proposer proprietary data shall not be open to public inspection except as otherwise required by law. (Ord. 98-1134, § 1; Ord. 00-1216, §§ 8, 9. Formerly 2611)

# Castro Photography Studios

1117 W. Gardena Blvd. Ste.100 \* Gardena, CA 90247  
Phone: 310-329-4653 \* Fax : 310-329-1432  
Website: Castrostudios.com

August 16, 2011

Honorable Mayor Jim Dear and members of the City Council:

I am writing with regard to my contract for photographic service to the City of Carson. My current 2-year contract was awarded in September 2009, and is scheduled to expire next month.

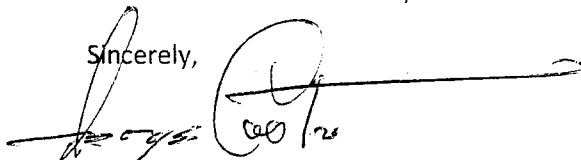
As you know, I have been providing my services as the official photographer for the City of Carson since 1998, with the help of my assistant, Barbara. Through the years, we have become highly familiar with covering City events and other assignments throughout Carson. We have developed excellent rapport with the Public Information Office, other city staff and the Carson community. Because of the feedback that we get, I am confident that we have provided excellent service at a quick turnaround time and at a very competitive cost.

Castro Studios is family owned and operated for over 40 years and I am proud of the quality of work that we produce, whether it is for an event, portrait, commercial, product shots or news photography. We have professional grade computer software and photo equipment and the qualified experience and facilities to process both film and digital photos up to 40"x60" in size.

In this regard, I would like to request that you consider extending our contract for the next two years, without any increase to the cost of our services. It would be an honor for both Barbara and myself to be able to continue to provide our services to the City for another two years.

If you have any questions, please don't hesitate to call me at Castro Studios (310) 329-4653. If you require, I would be glad to provide letters of recommendation and testimonials from members of the community and from the customers that we serve

Sincerely,



George Castro

Cc: file

City Manager  
Public Information Manager  
Purchasing Manager

**EXHIBIT NO. 3**

Over 45 years of Photography In The South Bay

**ITEM NO. (10)      CONSIDER AWARD OF A TWO-YEAR SERVICE CONTRACT  
FOR PHOTOGRAPHIC SERVICES      (ADMINISTRATIVE  
SERVICES)**

City Manager Groomes summarized the staff report and recommendation.

RECOMMENDATION for the City Council:

1.      AWARD a two-year service contract, for the period of October 1, 2009 through September 30, 2011, in the amount of \$53,300.00 to The Way We Were Productions.

ACTION:      It was moved to retain George Castro on motion of Ruiz-Raber and seconded by Gipson.

Mayor Dear made a substitute motion to approve Castro Color Studios to be the city photographer and ask that he work with staff and bring down his \$71,005.00 closer to the staff recommended bidder of \$53,300.00 and come within \$5,000 of that which would be justification for keeping consistency and keeping the city photographer on board, seconded by Ruiz-Raber and unanimously carried by the following vote:

Ayes:              Mayor Dear, Mayor Pro Tem Davis-Holmes, Council Member Santarina,  
                            Council Member Gipson, and Council Member Ruiz-Raber  
Noes:              None  
Abstain:          None  
Absent:            None