



Board Agenda Item 35

DATE: October 21, 2025

TO: Board of Supervisors

SUBMITTED BY: Kari Gilbert, Director, Department of Child Support Services

SUBJECT: Agreement with SMG for Save Mart Center Marquee Advertising

RECOMMENDED ACTION(S):

- 1. Under Administrative Policy No. 34 for competitive bids or requests for proposals (AP 34), determine that an exception to the competitive bidding requirement under AP 34 is satisfied and a suspension of competition is warranted due to unusual or extraordinary circumstances, and that the best interests of the County would be served by entering into an agreement with SMG as the Save Mart Center arena is owned by California State University, Fresno, a governmental agency located in Fresno County; and**
- 2. Approve and authorize the Chairman to execute an Agreement with SMG to provide marquee advertising for the Department of Child Support Services effective November 1, 2025, through January 31, 2026 (\$9,000).**

There is no Net County Cost associated with the recommended actions. Approval of the recommended actions will allow the Department of Child Support Services (Department) to advertise on the large digital marquee located outside of the Save Mart Center arena. The goal of the advertising campaign is to reach a broader audience and enhance the Department's visibility in the community. The item is countywide.

ALTERNATIVE ACTION(S):

If your Board does not approve the recommended actions, the Department will not be able to enter into an agreement with SMG and would have to seek other forms of advertising and outreach to reach a broader audience and enhance the Department's visibility in the community.

SUSPENSION OF COMPETITION/SOLE SOURCE CONTRACT:

It is requested that the County find under AP 34 that an exception to the competitive bidding requirement is satisfied, and a suspension of competition is warranted due to unusual or extraordinary circumstances, as the Save Mart Center is owned by California State University, Fresno, which is a local governmental agency. The General Services Department - Purchasing concurs with the Department's assessment that this satisfies the exception to the competitive bidding process required by AP 34.

FISCAL IMPACT:

There is no increase in Net County Cost associated with the recommended actions. The total cost of the agreement is \$9,000. The Department is 100% funded by Federal (66%) and State (34%) funds. Sufficient appropriations and estimated revenues have been included in the Department's Org 5110 FY 2025-26 Adopted Budget.

DISCUSSION:

The Save Mart Center is a multi-purpose arena located on the campus of California State University, Fresno. Throughout the year, the arena hosts a variety of sports, entertainment, business, and family events. The Save Mart Center is considered one of the busiest collegiate arenas in the country and has the ability to draw a large and diverse audience with each hosted event.

The Department has been heavily focused on advertising and outreach in an effort to enhance its visibility in the community. The Department desires to enter into an agreement with SMG which will allow the Department to advertise on the large digital outdoor marquee located outside The Save Mart Center and in the high traffic area of Shaw Avenue and Highway 168. If approved, the recommended agreement shall become effective on November 1, 2025 and shall terminate on January 31, 2026. The agreement is for eighty 15-second advertising spots per day for a total of 7,200 advertising spots. SMG projects this will generate an estimated 199,800 impressions during the 3-month advertising campaign. The purpose of the campaign is to raise awareness of the Department's program in the community, particularly to families who may benefit from the services offered.

ATTACHMENTS INCLUDED AND/OR ON FILE:

Suspension of Competition Acquisition Request
On file with Clerk - Agreement with SMG

CAO ANALYST:

Sevag Tateosian