



Suspension of Competition Acquisition Request

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1. Fully describe the product(s) and/or service(s) being requested.

DCSS initiative to boost community engagement through digital signage in collaboration with the Save Mart Center. The agreement represents a strategic move to leverage use of Save Mart Center's vast target audience. By partnering with the Save Mart Center, the department can effectively engage with a much broader audience which will enhance our visibility in the community. DCSS wishes to secure an agreement for the 2025-2026 contract year for digital advertising which consists of rotating signage display on the Save Mart Center Outdoor Marquee on Shaw Ave for the months of 11/1/2025 to 1/31/2026. This agreement will generate approximately 199,800 impressions throughout the community.
2. Identify the selected vendor and contact person; include the address, phone number and e-mail address for each.

SMG - Savemart Center
2650 E. Shaw Avenue
Fresno, CA 93710
Mitzi Evans
mitzie@savemartcenter.com
(559) 579-9645
3. What is the total cost of the acquisition? If an agreement, state the total cost of the initial term and the amounts for potential renewal terms.

The total cost for the 2025-2026 contract year spanning from 11/1/2025 to 1/31/2026 is \$9,000 for the following:
Signage - Save Mart Center Shaw Ave Marquee Inclusion - 15 second display rotations per below:
Per Day (6a-6a) - 80 displays
Per Day Prime - 45 displays
Minutes per Day - 20
199,800 total impressions for the 3 month run
4. Identify the unique qualities and/or capabilities of the service(s) and/or product(s) that qualify this as a Suspension of Competition acquisition.

Save Mart Center is unique in that it is the only collegiate arena that offers advertising through a digital marquee in a high traffic area that draws audiences for various events held throughout the year such as family and sports events, concerts and entertainment, as well as other civic, educational, and business events. It's ability to draw much larger audiences due to it's size is unmatched by other inside arenas in Fresno County.
5. Identify from Administrative Policy #34 what circumstances constitute a Suspension of Competition.
 - ☐ In an emergency when goods or services are immediately necessary for the preservation of the public health, welfare, or safety, or for the protection of County property.
 - ☒ When the contract is with a federal, state, or local governmental agency.
 - ☐ When the department head, with the concurrence of the Purchasing Agent, finds that the cost of preparing and administering a competitive bidding process in a particular case will equal or exceed the estimated contract amount or \$5,000 whichever is more.
 - ☐ When a contract provides only for payment of per diem and travel expenses and there is to be no payment for services rendered.
 - ☐ When obtaining the services of expert witnesses for litigation or special counsel to assist the County.
 - ☐ When in unusual or extraordinary circumstances, the Board of Supervisors or the Purchasing Agent/Purchasing Manager determines that the best interests of the County would be served by not securing competitive bids or issuing a request for proposal.
6. Explain why the unique qualities and/or capabilities described above are essential to your department.

DCSS is looking to maximize its reach and impact in the community. Partnering with the Save Mart Center will help the department achieve that goal by leveraging their ad space. The campaign will include rotating digital marquee advertising delivering up to 80 displays per day that will allow the department to effectively communicate the services we offer to members of the community while also driving traffic to our website.
7. Provide a comprehensive explanation of the research done to verify that the recommended vendor is the only vendor with the unique qualities and/or capabilities stated above. Include a list of all other vendors contacted, what they were asked, and their responses.

Save Mart Center as the exclusive rightholder for the collegiate arena, manages all aspects of the rights relationship, which includes venue signage, event sponsorships, and promotions. Their platform is specially tailored to engage the communities drawn to the arena and surrounding areas, providing a unique capability to target much larger audiences effectively. Additionally, the authorization for signage display on the Shaw Ave marquee falls under their purview, ensuring that they are the sole vendor with exclusive rights and targeted engagement tools.

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Business Manager

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Requested By:

Title

I approve this request to suspend competition for the service(s) and/or product(s) identified herein.

kgilbert 9/9/2025 4:20:06 PM

[\[✕ Sign\]](#) Double click!

Department Head Signature

rblackburn 9/18/2025 1:57:40 PM

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Purchasing Manager Signature