

September 25, 2019

WHEREAS, on May 11, 2016, City Council authorized a contract with The Nielsen Company (US), LLC for radio audience measurement and research reports from July 1, 2016 to September 30, 2019, in an amount not to exceed \$316,337.00, by Resolution No. 16-0725.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the City Manager is hereby authorized to extend the contract with The Nielsen Company (US), LLC, approved as to form by the City Attorney, for radio industry standard audience measurement and research reports for a term of five years, for the period October 1, 2019 through September 30, 2024, in an amount not to exceed \$582,727.00, increasing the contract amount from \$316,337.00 to \$899,064.00.

SECTION 2. That the Chief Financial Officer is hereby authorized to disburse funds in an amount not to exceed \$582,727.00 (subject to annual appropriations) to The Nielsen Company (US), LLC from Municipal Radio Fund, Fund 0140, Department OCA, Unit 1066, Object 3099, Encumbrance/Contract No. MASC-OCA-2019-00010876, Vendor VC0000006107.

SECTION 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.