



# GRAND RAPIDS PUBLIC UTILITIES COMMISSION AGENDA ITEM

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**AGENDA DATE:** February 26, 2025

**AGENDA ITEM:** Consider a motion to ratify the procurement contract with Midwest Communications for radio ad spots in the amount of \$5,220.

**PREPARED BY:** Jean Lane, Business Services Manager

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## **BACKGROUND:**

This purchase is part of our general public utilities 2025 external communications plan. GRPUC Procurement Policy was followed. GRPU commercials will be aired on two Midwest radio stations throughout 2025. The commercial content includes ads such as the general GRPU information, the Wipes Clog Pipes campaign, Cold weather rule, and energy efficiency efforts.

The contract and certificate of insurance are on file.

## **RECOMMENDATION:**

Consider a motion to ratify the procurement contract with Midwest Communications for radio ad spots in the amount of \$5,220.