

AN ORDINANCE 99539

AUTHORIZING THE SELECTION OF BROMLEY COMMUNICATIONS TO ASSIST THE CITY OF SAN ANTONIO CONVENTION AND VISITORS BUREAU IN ITS ADVERTISING, MARKETING, AND PUBLIC RELATIONS PROGRAMS FOR A THREE (3) YEAR PERIOD WITH TWO (2) ADDITIONAL TWO (2) YEAR TERMS AT THE SOLE DISCRETION OF CITY COUNCIL, AND AUTHORIZING THE CITY MANAGER AND STAFF TO NEGOTIATE A CONTRACT THAT REFLECTS THE TERMS AND CONDITIONS FOUND IN THE REQUEST FOR PROPOSALS.

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WHEREAS, during a City Council B Session on January 22, 2004, City Council was briefed on the Convention and Visitors Bureau's (CVB's) 2004 Advertising Agency Services Request for Proposals (RFP) process, including, a description of the evaluation committee, (the "Committee") to be comprised of Henry Feldman, President, La Mansion Hospitality; John Bloodsworth, Vice President External Affairs, Warm Springs Rehabilitation Center; Jelynne Burley, Assistant City Manager; Roland Lozano Assistant to the City Manager; Melvin Tennant, Director, Convention & Visitors Bureau; Mike Abington, Director, Alamodome; Mike Sawaya, Director, Convention Facilities; Felix Padron, Director, Cultural Affairs; Ramiro Cavazos, Director, Economic Development and criteria to be used in analyzing the proposals; and

WHEREAS, the CVB contracted with Wanamaker & Associates to provide expert consultation services and to integrate advertising industry standards throughout the process; and

WHEREAS, on February 19, 2004, City staff issued an RFP from full service entities with advertising, marketing, strategic planning, public relations, and research expertise to assist the CVB in the development and implementation of its advertising, public relations and marketing programs, as well as promoting San Antonio as a leading convention, domestic and international visitor destination; and

WHEREAS, the pre-proposal conference on March 9, 2004 was attended by more than thirty (30) attendees representing sixteen (16) agencies and on March 31, 2004 six (6) agency proposals were received by the City, including: 1) About Face Partners (San Antonio, Tx); 2) Bromley Communications (San Antonio Tx); 3) Creative Civilization (San Antonio Tx); 3) Garcia 360 (San Antonio, Tx); 5) New Media Worx (Oklahoma City, Ok); and 6) Tocquigny (Austin, Tx); and

WHEREAS, on April 14, 2004, the Committee chose the following three (3) firms to be interviewed for consideration: 1) Bromley Communications; 2) Creative Civilization; and 3) Garcia 360; and

WHEREAS, presentations and interviews were conducted on May 19, 2004, and, additional interviews with each firm's principal representative were conducted on May 26 and 28, 2004; and

WHEREAS, following the evaluation criteria, each member of the Committee applied a score to each firm, which resulted in the following averages:

	Creative Civilization	Bromley Communications	Garcia 360
Strategic Ability 25 Points Max	16.8	17.1	20.2
Creative Design Ability/Production 20 Points Max	15.1	15.1	15.6
Background & Qualifications 15 Points Max	10.3	11.7	11.3
Fiscal Analysis 15 Points Max	9.6	11.8	11.7
Responsiveness to RFP 5 Points Max	3.9	4.2	4.0
Local Business Enterprise 10 Points Max	10.0	10.0	10.0
Historically Underutilized Enterprise 5 Points Max	5.0	2.1	5.0
Compliance w/SBEDA Policy 5 Points Max	5.0	4.0	5.0
TOTAL SCORE	75.8	76.1	82.8

WHEREAS, the team of Garcia 360 Team achieved the highest averaged score and received the recommendation of the Committee; and

WHEREAS, during the July 22, 2004 B Session, each agency conducted a brief presentation, City staff presented the evaluation results to City Council, and the discussion was continued during the July 29, 2004 A Session; and

WHEREAS, consistent with the recommendation of the Committee, City staff, in coordination with the City's Director for the Convention and Visitors Bureau, also recommends that Garcia 360 be selected and that staff proceed with the negotiation of this contract; and

WHEREAS, the estimated FY 05 budget for the contract will be \$6.1 million and will have no impact on the General Fund since all funds are derived from hotel occupancy tax collections; **NOW THEREFORE:**

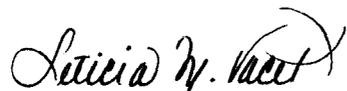
BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:

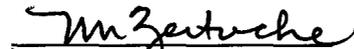
SECTION 1. Bromley Communications is hereby selected to assist the CVB in its advertising, public relations and marketing programs for a three (3) year term, with two (2) additional two (2) year terms at the sole discretion of the City Council. The City Manager and staff are hereby authorized to negotiate a contract with Bromley Communications that is consistent with the terms and conditions identified in the RFP, including, the contract attached to the RFP, however, the contract shall not become final and binding on the City until it is approved by City Council pursuant to an ordinance and fully executed by both parties.

SECTION 2. This Ordinance shall become effective on the tenth (10th) day after the date of passage hereof.

PASSED AND APPROVED THIS 5th DAY OF August, 2004.


M A Y O R
EDWARD D. GARZA

ATTEST: 
City Clerk

APPROVED AS TO FORM: 
for City Attorney