

**THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL, SIGNED
ORDINANCE OR RESOLUTION ADOPTED BY CITY COUNCIL.**

AN ORDINANCE

**AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT WITH
ROCKET RED, LTD. IN AN AMOUNT NOT TO EXCEED \$4,000,000.00
FOR ON-CALL ADVERTISING AND MARKETING SERVICES FOR
THE SAN ANTONIO AIRPORT SYSTEM.**

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WHEREAS, the San Antonio Airport System requires a firm to provide marketing and advertising services to promote the Air Services Development Incentive Program, the Airport Concessions Marketing Campaign, the South Central Texas Gateway Advertising Program, and other aviation projects; and

WHEREAS, an evaluation team comprised of staff from the City Manager's Office, Aviation Department, the Convention and Visitor's Bureau, and the Airport Advisory Commission reviewed six of the proposals received in response to a Request for Qualifications released in May 2014 for on-call advertising and marketing services and recommends the award of a contract to Rocket Red, Ltd.; and

WHEREAS, this contract is subject to 49 CFR Part 23 Airport Concession Disadvantaged Business Enterprise Program; and

WHEREAS, it is now necessary to authorize the execution of a Professional Services Agreement for on-call advertising and marketing services in an amount not to exceed \$4,000,000.00 with Rocket Red, Ltd.; **NOW THEREFORE**,

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

SECTION 1. The City Manager or her designee is authorized to execute a Professional Services Agreement with Rocket Red, Ltd. in an amount not to exceed \$4,000,000.00 for on-call advertising and marketing services for the San Antonio Airport System. A copy of the agreement, in substantially final form, is set out in **Exhibit I**.

SECTION 2. The amount up to \$4,000,000.00 will be encumbered upon issuance of purchase orders, and payment is authorized to Rocket Red, Ltd. All expenditures will be in accordance with the Fiscal Year 2015 and subsequent budgets that fall within the term period of this contract approved by City Council.

SECTION 3. The financial allocations in this Ordinance are subject to approval by the Director of Finance, City of San Antonio. The Director of Finance, may, subject to concurrence by the City Manager or the City Manager's designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP

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Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this Ordinance.

SECTION 4. This Ordinance shall be effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED and APPROVED this _____ day of November, 2014.

M A Y O R
Ivy R. Taylor

ATTEST:

APPROVED AS TO FORM:

Leticia M. Vacek
City Clerk

Robert F. Greenblum
City Attorney