

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

**AN ORDINANCE**

**AUTHORIZING A CONTRACT AMENDMENT WITH aMAEzing LLC IN AN AMOUNT UP TO \$12,000.00 FOR SPECIALIZED TARGETED ADVERTISING CAMPAIGNS, INCREASING THE TOTAL COMPENSATION FROM \$150,000.00 TO \$162,000.00 FOR THE 2018 FISCAL YEAR TERM AND AUTHORIZING ACS DIRECTOR TO AMEND THE AGREEMENT AND INCREASE FUTURE COMPENSATION IN A TOTAL AMOUNT NOT TO EXCEED \$25,000.00**

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**WHEREAS**, on February 9, 2017, City Council authorized a contract with aMAEzing, LLC (“Consultant”) to provide ACS marketing and advertising services in the amount of up to \$150,000.00 per fiscal year for a term of February 1, 2017 through September 30, 2019 with the option to renew two one-year terms; and

**WHEREAS**, the estimated total amount of funds for the three-year contract is \$420,000.00; and

**WHEREAS**, the Fiscal Year 2017 bilingual advertising and marketing campaign for ACS used a combination of traditional and non-traditional advertising formats, including radio, print, billboards, bus shelters, and digital/mobile advertisements and focused on State and local animal-related laws; and

**WHEREAS**, in Fiscal Year 2018 ACS concentrated its advertising efforts on the revisions to Chapter 5 of the City Code as adopted in October 2017; and

**WHEREAS**, for the remainder of Fiscal Year 2018, ACS’s advertising and marketing campaigns will continue to focus on the revisions to Chapter 5 of the City Code, in addition to the promoting responsible pet ownership, including the important of spaying /neutering pets; and

**WHEREAS**, ACS recently received several donations to fund a pet adoption event and increase community awareness on animal shelter pet adoptions across the city; and,

**WHEREAS**, in accordance with Article XVI Amendments of the current ACS agreement with Consultant, ACS desires to amend the agreement to: 1) expand the scope of services of the agreement to include bilingual - English and Spanish language specialized targeted campaigns that promote pet adoptions from local animal shelters; 2) increase the total compensation to Consultant for fiscal year 2018; and, 3) authorize ACS Director to amend the agreement with Consultant and increase future compensation; **NOW THEREFORE:**

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

**SECTION 1.** The City Manager or her designee or the Director of the Animal Care Services Department or his designee is hereby authorized to execute a contract amendment to the Professional Services Agreement for marketing services between ACS and aMAEzing, LLC to: (1) expand the scope of services by including specialized targeted campaigns; (2) increase the total compensation from \$150,000.00 to \$162,000.00 for the 2018 fiscal year term; and, (3) authorize ACS Director to amend the Agreement and increase future compensation in an amount not to exceed \$25,000.00. A copy of the amendment, in substantially final form, is attached hereto and incorporated herein for all purposes as **Attachment I**.

**SECTION 2.** Funding for this Ordinance in the amount of \$12,000.00 is available in Fund 29837000, Internal Order 837000000001, General Ledger 5203040 as part of the Fiscal Year 2018 Budget.

**SECTION 3.** Payment not to exceed the budgeted amount is authorized to aMAEzing, LLC and should be encumbered with a purchase order.

**SECTION 4.** 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 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 5.** This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

**PASSED AND APPROVED this \_\_\_\_ day June, 2018.**

**M A Y O R**

Ron Nirenberg

**ATTEST:**

**APPROVED AS TO FORM:**

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Leticia M. Vacek, City Clerk

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Andrew Segovia, City Attorney