

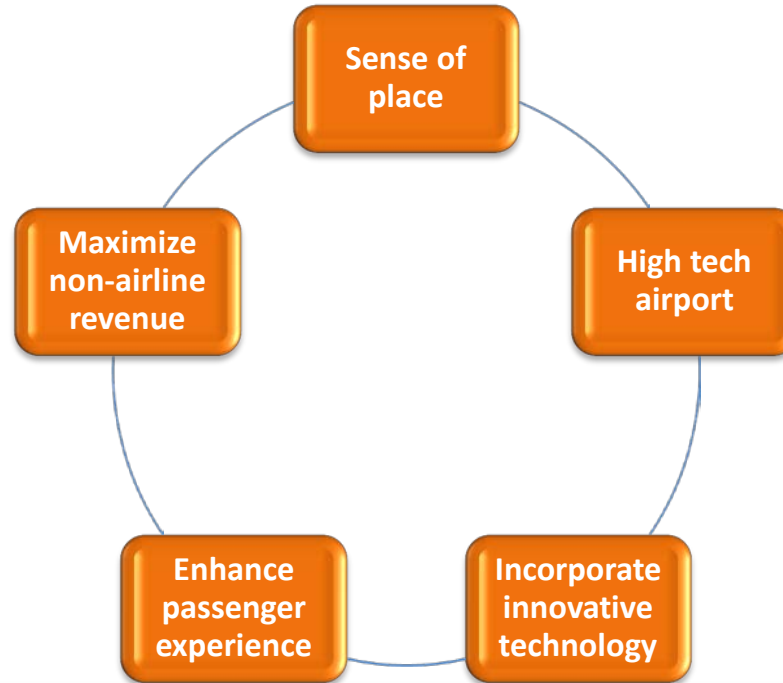


**Advertising Concession Agreement at the San Antonio
International Airport
June 14, 2018**

Goals of RFP



Non-Exclusive Advertising Program



Solicitation



Nov 2017
Released
RFP

- Audit Committee as a High Profile Individual Item

Jan 2018
Proposals
Due

- 3 Proposals received

Mar 2018
Evaluation
Complete

- Audit Committee as a HP Post Individual Item

Jun 2018
Council
action

Selection Committee



INTERNAL:

Carlos Contreras
Asst. City Manager

Scott Munson,
General Manager, HBGCC

Russ Handy,
Aviation Director

EXTERNAL:

Deborah Omowale,
AAC Member; Hospitality
Owner; FAA (retired)

Tim Morrow,
Chair, San Antonio Tourism
Council; CEO, San Antonio Zoo

Bid Matrix



| Airport Advertising Concession | Maximum Points | Lamar Airport Advertising Company Frisco, TX | In-Ter-Space Services, Inc. dba Clear Channel Airports Allentown, PA | Departure Media, Inc. Charleston, SC |
|--|----------------|---|--|---|
| A - Experience, Background, Qualifications | 20 | 19.60 | 10.80 | 6.00 |
| B – Proposed Plan | 30 | 29.60 | 15.80 | 10.40 |
| A - B SUB-TOTAL | 50 | 49.20 | 26.60 | 16.40 |
| C – Compensation Schedule | 30 | 30.00 | 26.14 | 30.00 |
| D - ACDBE | 20 | 19.95 | 20.00 | 20.00 |
| C-D SUB-TOTAL | 50 | 49.95 | 46.14 | 50.00 |
| TOTAL SCORE | 100 | 99.15 | 72.74 | 66.40 |
| RANK BASED ON TOTAL SCORE | | 1.00 | 2.00 | 3.00 |

Staff Recommends



Lamar Airport Advertising Company

- **Strong focus in sense of place, local influence**
- **Best overall mix of advertising media**
- **Impressive customer experience amenities integrated throughout proposal**

Experience & Qualifications



Lamar Airport Advertising Company

- **116 years in advertising business**
- **Over two decades of airport experience**
- **Demonstrated impressive experience integrating concepts similar to SAT proposal**

Quality of Proposal



Best mix of media used:

- Vinyl
- Tension fabric
- Window clings



Customer experience amenities:

- Selfie station
- Interactive digital kiosks



Strong Joint Venture



Capital Investment



Lamar

- Initial capital investment: \$840,000
- Mid-Term (5 years): \$160,000

Total Investment: \$1,000,000



Fiscal Impact



Airport System will receive the greater of:

The minimal annual guarantee of \$700,000 or total percentage fee rates of gross:

- Percentage Fee Rate for Static Advertising: 60%
- Percentage Fee Rate for Digital Advertising: 55%
- Percentage Fee Rate for Exhibits/Specialty Themed Displays: 60%
- Percentage Fee Rate for Outdoor Advertising: 30%



Staff recommends approval of the non-exclusive 10 year concession with Lamar for the development and management of the Airport Advertising Concession Program.