

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 ONE YEAR PROFESSIONAL SERVICES AGREEMENT, WITH TWO OPTIONAL ONE YEAR RENEWAL PERIODS, WITH TRIBU, LLC FOR PROFESSIONAL GRAPHIC DESIGN SERVICES, PLUS SOCIAL MEDIA AND WEBSITE MAINTENANCE SERVICES, FOR THE CENTER CITY DEVELOPMENT & OPERATIONS DEPARTMENT, IN AN AMOUNT NOT TO EXCEED \$54,000.00 FOR THE FIRST YEAR OF THE CONTRACT.

* * * * *

WHEREAS, the Center City Development and Operations Department (CCDO) facilitates the development and redevelopment of neighborhoods, businesses and cultural resources within the Community Revitalization Action Group (CRAG) area to foster thriving neighborhoods for the benefit of residents, visitors and businesses; and

WHEREAS, in addition to assisting with development projects, the department oversees the operations of downtown, including maintenance of the River Walk, coordination of large downtown events, and operation and maintenance of the City's parking facilities downtown; and

WHEREAS, CCDO also oversees activities and programming in Travis Park, located at 301 E. Travis; and

WHEREAS, Travis Park was revitalized in 2014 to engage the local community through new physical amenities, including games, umbrellas, tables and chairs; and

WHEREAS, ongoing programming, such as movies and fitness activities in the park are presented on a regular basis to attract locals and visitors alike; and

WHEREAS, on August 25, 2015, the City issued a Request for Proposals (RFP) to solicit responses from qualified Respondents interested in providing graphic design services for the department, as well as social media and website maintenance for Travis Park; and

WHEREAS, twelve proposals were received by the September 30, 2015 Deadline; and

WHEREAS, the five-member Evaluation Committee included representatives from Center City Development & Operations, Aviation, and Government & Public Affairs departments; and

WHEREAS, the proposals were evaluated based on the firm's qualifications, experience, quality of service, previous performance, reference review, proposed plan and price schedule; and

WHEREAS, the evaluation of each proposal response was based on a total of 100 points; 20 points allotted for experience, background, qualifications; 25 points allotted for proposed plan and 20 points allotted for respondent's price schedule; and

WHEREAS, twenty preference points were allotted for the Small Business Economic Development Advocacy (SBEDA) Program, in addition to 10 points allotted for the Local Preference Program and 5 points for the Veteran-Owned Small Business Preference Program; and

WHEREAS, the Evaluation Committee met on October 29, 2015 to evaluate the twelve (12) responsive proposals received; and

WHEREAS, after committee review and discussion, the committee shortlisted the four top-ranked firms for an interview; and

WHEREAS, on November 6, 2015, the Evaluation Committee reconvened to interview and evaluate the qualifications of the top-ranked respondents based on their experience, background, and approach in delivering the required services; and

WHEREAS, the Committee recommends Tribu, LLC for award as the firm receiving the highest collective score from the evaluation categories; and

WHEREAS, Tribu LLC is a women-owned marketing, advertising and design studio located in the downtown area. The company is also a registered small business; and

WHEREAS, Tribu will assist CCDO with graphic design services for department programs and initiatives, along with social media and website maintenance for Travis Park, for up to 30 hours a month; **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 Center City Development & Operations Department or his designee, is authorized to execute a one year Professional Services Agreement, with two optional one year renewal periods, with Tribu, LLC for professional graphic design services, plus social media and website maintenance services in an amount not to exceed \$54,000.00 for the first year of the contract. A copy of the agreement, in substantially final form, is attached hereto and incorporated herein for all purposes as **Attachment I**.

SECTION 2. Funding in the amount of \$54,000.00 for this ordinance is available in Fund 11001000, Cost Center 1901010002 and General Ledger 5201040 as part of the Fiscal Year 2016 Budget.

SECTION 3. Additional funding for this ordinance is contingent upon City Council approval of the Fiscal Year 2017 and subsequent budgets for the duration of this contract if renewed.

SECTION 4 Payment not to exceed the budgeted amount is authorized to Tribu, LLC and should be encumbered with a purchase order.

SECTION 5. 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 6. 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 of _____.

M A Y O R
Ivy R. Taylor

ATTEST:

Leticia M. Vacek, City Clerk

APPROVED AS TO FORM:

Martha G. Sepeda, Acting City Attorney