

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

**AN ORDINANCE**

**AUTHORIZING A THREE-YEAR PROFESSIONAL SERVICE AGREEMENT WITH AD NOVA COMUNICACION ESTRATEGICA S.C. FOR FOREIGN REPRESENTATIVE SERVICES TO ASSIST THE SAN ANTONIO CONVENTION & VISITORS BUREAU IN ITS MARKETING AND TOURISM EFFORTS IN MEXICO, IN AN AMOUNT NOT TO EXCEED \$100,000.00 PER YEAR, WITH AN OPTION TO RENEW FOR ONE ADDITIONAL TWO-YEAR TERM, SUBJECT TO CITY COUNCIL APPROVAL.**

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**WHEREAS**, one of the important tasks for destination management and marketing organizations is to identify potential markets for growth and the San Antonio Convention and Visitors Bureau (“CVB”) vision is to position San Antonio as Mexico’s preferred global destination for tourism; and

**WHEREAS**, a Request for Proposals for Foreign Representative Services for San Antonio Travel Industry in Mexico was released on June 26, 2014 and closed on August 1, 2014 and a six-member Evaluation Committee reviewed the six responses and received presentations from three short-listed firms; and

**WHEREAS**, the Evaluation Committee recommends Ad Nova Comunicacion Estrategica S.C. based on the fact that it received the highest collective score and City staff supports this recommendation; **NOW THEREFORE:**

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

**SECTION 1.** The terms and conditions of a three-year Professional Service Agreement with Ad Nova Comunicacion Estrategica S.C. for Mexico Sales Services to assist the CVB in its marketing and tourism efforts in Mexico, in an amount not to exceed \$100,000.00 per year, with an option to renew for one additional two-year term, subject to City Council approval, are authorized and approved. The City Manager, or her designee, is authorized to execute the Professional Services Agreement, previously executed by Ad Nova Comunicacion Estrategica S.C., attached to this Ordinance as Attachment I.

**SECTION 2.** Funding for this Ordinance is available as part of the Fiscal Year 2015 budget per the table below:

Amount	General Ledger	Cost Center	Fund
\$70,000.00	5201040	4305020001	29006000
\$30,000.00	5201040	4309010001	29006000
Total Amt \$100,000.00			

**SECTION 3.** Payment not to exceed the budgeted amount is authorized to Ad Nova Comunicacion Estrategica S.C. and shall 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 shall take effect immediately upon the receipt of eight affirmative votes; otherwise it shall be effective ten days after its passage.

**PASSED AND APPROVED** this \_\_\_\_\_ day of October, 2014.

**M A Y O R**  
Ivy R. Taylor

**ATTEST:**

**APPROVED AS TO FORM:**

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Leticia M. Vacek  
City Clerk

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Robert F. Greenblum  
City Attorney