

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

**AN ORDINANCE**

**AUTHORIZING AN AGREEMENT WITH PREMIER PARTNERSHIPS, INC. TO IMPLEMENT THE SALE OF THE COMMERCIAL SPONSORSHIP PROGRAM FOR THE ALAMODOME FOR A PERIOD OF ONE YEAR, WITH TWO ONE-YEAR RENEWAL OPTIONS, FOR A TOTAL CONTRACT COST NOT TO EXCEED \$2.2 MILLION OVER THE ENTIRE TERM.**

\* \* \* \* \*

**WHEREAS**, based on a Request or Proposals (“RFP”) process held in February 2012, City Council authorized a Professional Services Agreement with Premier Partnerships, Inc. (“Premier”) to develop a Commercial Sponsorship Program for the Henry B. Gonzalez Convention Center and Alamodome through the passage of Ord. No. 2012-06-21-0505, dated June 21, 2012; and

**WHEREAS**, under that agreement, Premier provided an inventory of existing commercial sponsorships and developed a sales strategy (“Sales Strategy”) which were submitted to the City; and

**WHEREAS**, the RFP included an optional Implementation Phase for commercial sponsorship sales on behalf of the City, which was not exercised due to market conditions; and

**WHEREAS**, due to changing market conditions, the City would like to engage Premier to implement the Sales Strategy at the Alamodome and enter an agreement prioritizing the search for a naming rights sponsor for the Alamodome and maximizing sponsorship revenue, for a monthly retainer of \$12,500 plus commissions; **NOW THEREFORE:**

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

**SECTION 1.** The terms and conditions of the Agreement with Premier are authorized and approved. The City Manager or her designee is authorized to execute the Agreement. A copy of the Agreement, previously executed by Premier, is attached to this Ordinance as Exhibit I.

**SECTION 2.** Funds generated by this Ordinance will be deposited as per the table below:

| <b>Amount</b>  | <b>General Ledger</b> | <b>Internal Order</b> | <b>Fund</b> |
|----------------|-----------------------|-----------------------|-------------|
| \$850,000.00   | 4903122               | 245000001090          | 29016000    |
| \$2,500,000.00 | 4903122               | 245000001091          | 29016000    |

**SECTION 3.** Funding in the amount of \$150,000.00 for this Ordinance is available in Fund 29016000, Cost Center 4501010001 and General Ledger 5201040. All expenditures will be in accordance with the Fiscal Year 2017 and subsequent budgets that fall within the term period of this contract approved by City Council.

**SECTION 4.** Funding in the amount of \$ \$585,000.00 for this Ordinance is available in Fund 11001000, Cost Center 4501010001 and General Ledger 52012025. All expenditures will be in accordance with the Fiscal Year 2017 and subsequent budgets that fall within the term period of the Agreement approved by City Council.

**SECTION 5.** Payment not to exceed the budgeted amount is authorized to Premier Partnerships and shall be encumbered with a purchase order.

**SECTION 6.** 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 7.** 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 19<sup>th</sup> day of January, 2017.

**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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City Attorney