

Post Solicitation Briefing for Airport Advertising Concession

Presented by

Russell J. Handy, Aviation Director

Audit and Accountability Committee



May 24, 2018

Solicitation Overview



Originating Department

- Aviation



Solicitation Type

- Request for Proposal (RFP)



High Profile Designation

- Over \$1 Million



Estimated Value

- \$7.0M Total (Revenue)



Current Contract Status

- Base term expired on 10/31/17; now on a month to month basis



Proposed Term

- 10 Years with no renewal options

Project Scope

Purpose

- Provide Aviation with:
 - An innovative, state-of-the-art advertising concession program
 - A source of non-airline revenue

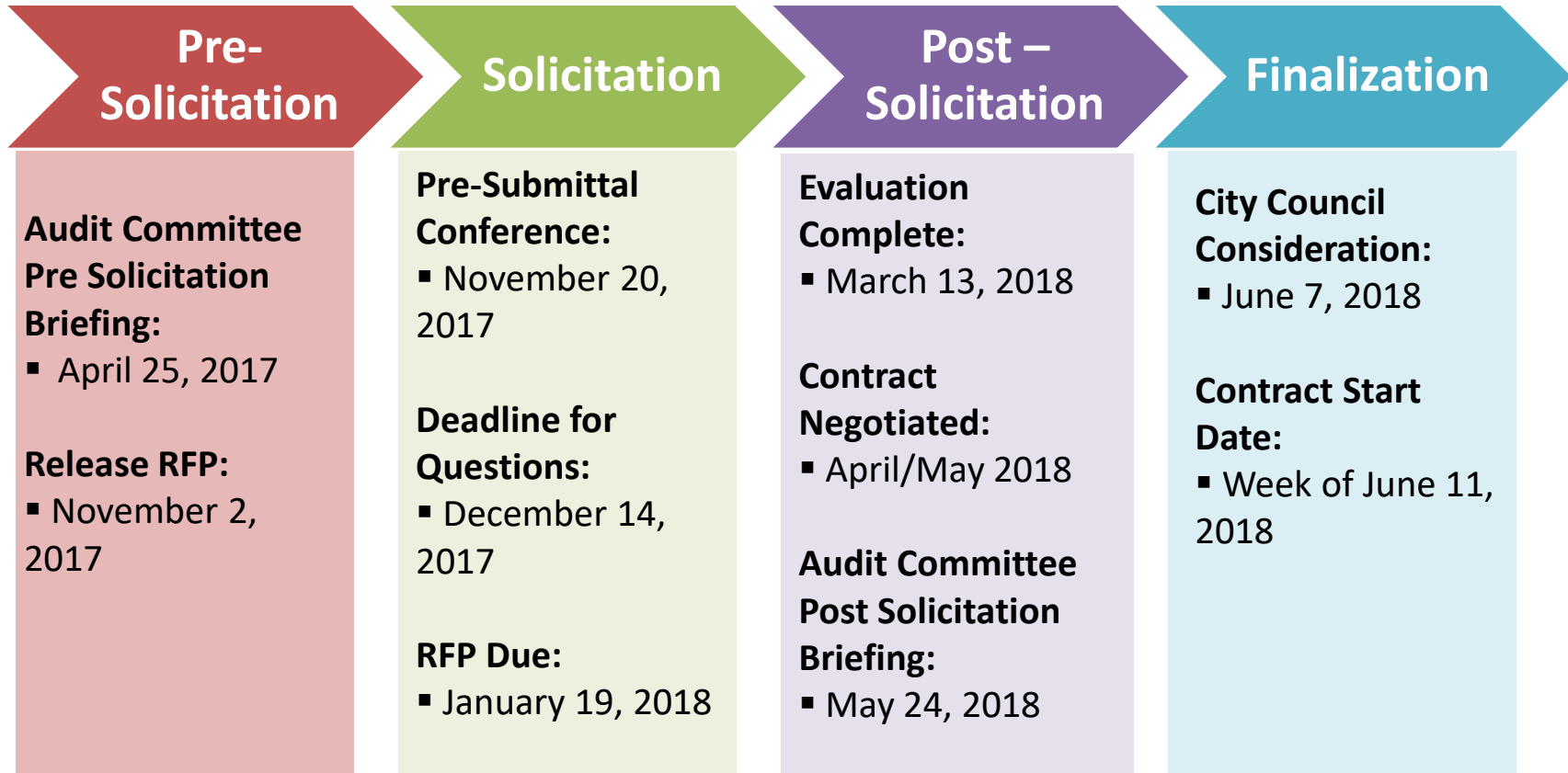
Project Scope

- Solicit and sell local, regional, and national advertising for display at the Airport
- Emphasize sales to local businesses as a means of showcasing San Antonio
- Provide creative and innovative advertising display equipment and fixtures

Media

- Video
- Tension Fabric
- Static
- Floor Displays
- Wall Displays

Project Timeline



Solicitation Requirements

Evaluation Criteria

Experience, Background, Qualifications: 20 Points
Proposed Plan: 30 Points
Compensation Schedule: 30 Points
ACDBE Program: 20 Points

Additional Requirements

SBEDA Program: Not Applicable
Local Preference: Not Applicable
Veteran Owned Small Business Preference: Not Applicable
Audited Financial Statements: Not Required

Goal Setting Committee Members

Not Applicable

Evaluation Committee

Voting Members

Carlos Contreras, Assistant City Manager, City Manager's Office

Russ Handy, Director, Aviation Department

Scott Munson, General Manager, Convention & Sports Facilities

Deborah Omowale, Member, Airport Advisory Commission

Tim Morrow, Chair, San Antonio Area Tourism Council and Chief Executive Officer, San Antonio Zoo

Advisory Members

Mark Triesch, Assistant City Attorney, City Attorney's Office

Barbara Trevino, Small Business Coordinator, Aviation

Tania Sanchez, Concessions & Business Development Coordinator, Aviation

Rich Stinson, Strategic Communications Manager, Aviation

Score Matrix

Airport Advertising Concession RFP 17-060 Score Summary	Maximum Points	Firm A	Firm B	Firm C
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

Procurement Overview

Due Diligence

Troy Elliott, Deputy Chief Financial Officer
Kevin Barthold, City Auditor

Due Diligence

Number of vendors notified: 12

Number of vendors at pre-submittal conference: 7

Number of responses received: 3

Results of Minimum Requirements Review	No Findings
Results of Due Diligence Review	No Findings
Respondent Background Check	No Findings
Financial Statement Review	No Findings
References, Proof of Insurability Review and Litigation Disclosure	No Findings
Contracts Disclosure Form	No Findings

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