

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 CONTRACT WITH AMAEZING, LLC TO PROVIDE MARKETING SERVICES TO ANIMAL CARE SERVICES FOR A TOTAL AMOUNT OF UP TO \$420,000.00 FOR A TERM OF FEBRUARY 1, 2017 THROUGH SEPTEMBER 30, 2019, WITH THE OPTION TO RENEW FOR TWO ONE-YEAR TERMS FOR A TOTAL COMPENSATION OF \$720,000.00 INCLUSIVE OF RENEWALS.

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WHEREAS, on November 2, 2016, a Request for Proposals (RFP) was issued to solicit responses from qualified Respondents for a full-service bilingual advertising and marketing agency to collaborate with Animal Care Services (ACS) on impactful outreach awareness that encourages responsible pet ownership and the humane treatment of our community's pets; and

WHEREAS, the RFP closed on December 2, 2016 and five responses were received; and

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

WHEREAS, based on the proposal submission and corresponding interviews, staff recommends entering into agreement with aMAEzing, LLC to provide marketing services to ACS; **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 Animal Care Services Department or his designee is authorized to execute a contract with aMAEzing, LLC to provide marketing services to Animal Care Services for a total amount of up to \$420,000.00 for a term of February 1, 2017 through September 30, 2019, with the option to renew for two one-year terms for a total compensation of \$720,000.00 inclusive of renewals. 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 up to \$120,000.00 for this ordinance is available as part of the FY 2017 Budget as per table below:

Amount	General Ledger	Cost Center	Fund
\$10,000.00	5203060	3701020001	11001000
\$20,000.00	5203040	3702010001	11001000
\$58,500.00	5203040	3701020001	11001000
\$31,500.00	5201040	3701020001	11001000
Total \$120,000.00			

SECTION 3. Payment not to exceed the budgeted amount is authorized to aMAEzing, LLC, and should be encumbered with a purchase order. All expenditures will comply with the approved operating budget for current and future fiscal years.

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 is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

PASSED AND APPROVED this ____ day _____.

M A Y O R
Ivy R. Taylor

ATTEST:

APPROVED AS TO FORM:

Leticia M. Vacek, City Clerk

City Attorney