

**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 PULSE TRAVEL MARKETING, LTD FOR FOREIGN REPRESENTATIVE SERVICES ASSISTING THE SAN ANTONIO CONVENTION & VISITORS BUREAU (CVB) IN ITS MARKETING AND TOURISM EFFORTS IN CANADA, IN AN AMOUNT NOT TO EXCEED \$100,000.00 PER YEAR, WITH AN OPTION TO RENEW FOR ONE ADDITIONAL TWO-YEAR TERM.**

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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 Convention and Visitors Bureau vision is to position San Antonio as Canada’s preferred global destination for tourism; and

**WHEREAS**, a Request for Proposals for Foreign Representative Services in Canada was released on August 14, 2015 and a five -member Evaluation Committee reviewed the four proposals that were submitted and selected two firms for interviews; and

**WHEREAS**, the Committee is recommending that the contract be awarded to Pulse Travel marketing, LTD (“Pulse”); **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 Services Agreement with Pulse Travel Marketing, LTD, in an amount not to exceed \$100,000.00 per year, with an optional two-year renewal term, in an annual amount not to exceed \$110,000.00, are authorized and approved. The City Manager, or her designee, is authorized to execute the Agreement, a copy of which, previously executed by Pulse, is attached to this Ordinance as Exhibit I.

**SECTION 2.** Funding in the amount of \$100,000.00 for this Ordinance is available in Fund 29006000, Cost Center 4305020001 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 Agreement.

**SECTION 4.** Payment not to exceed the budgeted amount is authorized to Pulse Travel Marketing, LTD and shall 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 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 28<sup>th</sup> day of January, 2016.

**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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Martha G. Sepeda  
Acting City Attorney