

AUDIT COMMITTEE

INDIVIDUAL PRE-SOLICITATION BRIEFING FOR AIRPORT ADVERTISING CONCESSION

April 25, 2017

**Russ Handy
Director
Aviation Department**

Solicitation Overview



Originating Department: Aviation



Solicitation Type: Request for Proposals (RFP)



High Profile Designation: Over \$1 Million



Estimated Value: \$7 Million Revenue



Current Contract Status: Expires October 31, 2017



Proposed Term: 10 years

Project Overview

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

Solicitation Requirements



Evaluation Criteria

- Experience, Background, Qualifications: 20 Points
- Proposed Plan: 40 Points
- Pricing/Compensation: 20 Points
- ACDBE Program: 20 Points



Additional Requirements

- SBEDA Subcontracting Requirements: Not Applicable
- Local Preference Program: Not Applicable
- Veteran Owned Small Business Preference Program: Not Applicable
- Audited Financial Statement: Required

Outreach Efforts

NIGP Codes Identified

- 557-62: Signage, Advertising Type, Interior and Exterior
- 801-58: Signs: Billboard, Advertising, etc.
- 915-04: Advertising Services, Outdoor Billboard, etc.

Number of Vendors to be Notified

- Central Vendor Registry: 133
- Veteran Owned Small Business (SBA): 160

Advertising

- TVSA Channel 21
- COSA Bidding Opportunities Website
- Express News
- FAA DBE Connect
- Industry Publications: American Association of Airport Executives, Airports Council International, and Airport Revenue News

Project Evaluation Committee

Voting Members	Advisory Members
Carlos Contreras, Assistant City Manager, City Manager’s Office	Katinka Howell, Assistant City Attorney, Aviation Department
Russ Handy, Director, Aviation Department	Rod Rodriguez, Compliance Manager, Aviation Department
Henrietta Brown, CAAO, Aviation Department	Lisa Brice, Special Projects Manager, Aviation Department
Patricia Muzquiz, Assistant Director, Convention & Sports Facilities	
Tim Morrow, Chair, San Antonio Area Tourism Council	
Marsha Hendler, President, Marketing+	
Chrissy Prescott, Founder and CEO, Corporate Travel Planners	

Project Timeline

Pre-Solicitation

Audit Committee
Pre Solicitation
Briefing:
▪ April 25, 2017

Release RFP:
▪ **May 1, 2017**

Solicitation

Pre-Submittal
Conference:
▪ May 17, 2017

Deadline for
Questions:
▪ June 19, 2017

RFP Due:
▪ **July 12, 2017**

Post – Solicitation

Evaluation
Complete:
▪ September 2017

Contract Negotiated:
▪ September/October
2017

**Audit Committee
Post Solicitation
Briefing:**
▪ **October 17, 2017**

Finalization

**City Council
Consideration:**
▪ **November 2, 2017**

Contract Start Date:
▪ Upon Council Award

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