

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

**AN ORDINANCE**

**AUTHORIZING AN AMENDMENT TO THE CONTRACT FOR  
ADVERTISING, MARKETING, AND PUBLIC RELATIONS WITH  
PROOF ADVERTISING, L.L.C. TO PROVIDE FOR A ONE-YEAR  
EXTENSION THROUGH SEPTEMBER 30, 2017.**

\* \* \* \* \*

**WHEREAS**, Ordinance No. 2011-09-01-0704, passed and approved September 1, 2011, authorized a three-year contract (“Agreement”) with Proof Advertising, L.L.C. (“Proof”) beginning October 1, 2011 to September 30, 2014 with an option to renew for one additional two-year term; and

**WHEREAS**, Ordinance No. 2014-05-29-0378, passed and approved on May 29, 2014, authorized the exercise of the available renewal option and extend the Agreement through September 30, 2016; and

**WHEREAS**, the proposed First Amendment to the Contract for Advertising, Marketing and Public Relations (“First Amendment”) would extend the Agreement for one year, through September 30, 2017, and afford the City the opportunity to engage in a more strategic and comprehensive approach to marketing San Antonio, the ability to incorporate key outcomes associated to overall San Antonio branding effort led by the San Antonio Economic Development Foundation, and maintain a market presence to help ensure that the Convention and Visitors Bureau continues to aggressively market and promote San Antonio; **NOW THEREFORE:**

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

**SECTION 1.** The terms and conditions of the First Amendment with Proof are authorized and approved. The City Manager, or her designee, is authorized to sign the First Amendment, a copy of which is attached as **Exhibit I**.

**SECTION 2.** The amounts will be encumbered upon issuance of a purchase order, and payment is authorized to Proof Advertising, LLC. All expenditures will be in accordance with the Fiscal Year 2017 budget, once approved by City Council.

**SECTION 3.** 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

LB  
\_\_\_\_\_  
Item No.

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 4.** 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 \_\_\_\_ day of \_\_\_\_\_, 2016.

**M A Y O R**  
Ivy R. Taylor

**ATTEST:**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Leticia M. Vacek, City Clerk

\_\_\_\_\_  
Martha G. Sepeda, Acting City Attorney

DRAFT