

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

**AN ORDINANCE**

**AUTHORIZING A PROFESSIONAL SERVICES AGREEMENT WITH  
PAVLOV ADVERTISING, LLC, IN AN AMOUNT NOT TO EXCEED  
\$4,000,000.00, FOR ON-CALL ADVERTISING AND MARKETING  
SERVICES FOR THE SAN ANTONIO AIRPORT SYSTEM (SAAS).**

\* \* \* \* \*

**WHEREAS**, the City requires a full-service agency to manage marketing and advertising campaigns in support of the Air Service Incentive Program, Concessions Marketing Campaign for the San Antonio International Airport (SAT), SAT Meet Me advertising campaign, and miscellaneous on-call airport advertising, graphic design, print production, and video photography projects; and

**WHEREAS**, the City received five responses to a Request for Proposals (RFP) for on-call advertising and marketing services for the San Antonio Airport System, released in June 2017, and based on the criteria established in the RFP, an evaluation committee comprised of representatives from the Aviation Department and Airport Advisory Commission evaluated the proposals, and recommends entering into a Professional Services Agreement with PAVLOV Advertising, LLC (PAVLOV); and

**WHEREAS**, it is necessary to authorize the execution of the Professional Services Agreement in an amount not to exceed \$4,000,000.00 with this firm for a term of three (3) years, with the option to extend for two, one-year periods; **NOW THEREFORE**,

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

**SECTION 1.** The terms and conditions of a Professional Services Agreement with PAVLOV Advertising LLC, in an amount not to exceed \$4,000,000.00, for Advertising and Marketing Services for the San Antonio Airport System, is approved. The City Manager, or her designee, is authorized to execute the Agreement, a copy of which, in substantially final form, is set out in **Exhibit 1**.

**SECTION 2.** Funding for this is available in Fund 51001000, Cost Center 3305010002 and General Ledger 5201040 as part of the Fiscal Year 2018 Budget. Additional funding for this ordinance is contingent upon City Council approval of the City's operating budget and the availability of funds for subsequent Fiscal Years.

**SECTION 3.** Payment not to exceed the budgeted amount is authorized to be made payable to PAVLOV Advertising, LLC (PAVLOV) and should be encumbered with a purchase order.

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

**PASSED and APPROVED** this \_\_\_\_\_ day of November, 2017.

**M A Y O R**  
Ron Nirenberg

**ATTEST:**

**APPROVED AS TO FORM:**

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

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Andrew Segovia  
City Attorney

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**EXHIBIT 1**

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