

AUDIT COMMITTEE

INDIVIDUAL PRE-SOLICITATION BRIEFING FOR AIRPORT ADVERTISING CONCESSION

March 28, 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:
▪ March 28, 2017

Release RFP:
▪ **April 5, 2017**

Solicitation

Pre-Submittal
Conference:
▪ April 14, 2017

Deadline for
Questions:
▪ April 21, 2017

RFP Due:
▪ **June 21, 2017**

Post – Solicitation

Evaluation
Complete:
▪ August 2017

Contract Negotiated:
▪ August/September
2017

**Audit Committee
Post Solicitation
Briefing:**
▪ **September 19,
2017**

Finalization

**City Council
Consideration:**
▪ **October 5, 2017**

Contract Start Date:
▪ November 1, 2017

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