

AUDIT COMMITTEE

INDIVIDUAL PRE-SOLICITATION BRIEFING FOR ADVERTISING AND MARKETING SERVICES FOR SAN ANTONIO AIRPORT SYSTEM

May 30, 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: \$250,000 annually / \$1,250,000 total



Current Contract Status: Expires September 30, 2017



Proposed Term: 3 Years with 2, 1 Year Renewal Options

Project Overview

Purpose

- Provides Aviation Department with an agency to manage:
 - Strategic planning and project management
 - Research, creative concept development, and design/production (execution)
 - Develop and implement general marketing and advertising campaigns for San Antonio International Airport:
 - U.S. and International Markets
 - Air Service Incentive Program
 - Concessions Marketing Campaign
 - Loyalty Program

Scope

- Perform and/or manage:
 - Media program evaluation/purchases across all channels (i.e. print, TV, radio, digital, online)
 - Online, website, and social media marketing placements
 - Monitoring Return on Investments
 - All related accounting and reporting requirements
 - Managing and/or executing integrated marketing strategies, including:
Advertising campaigns, food/retail sales promotion programs, digital and public relations strategies, research initiatives, airport advertising, graphic design, print production, and video projects

Solicitation Requirements



Evaluation Criteria

- Experience, Background, Qualifications: 40 Points
- Proposed Plan: 25 Points
- Pricing: 15 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: Not Required

Outreach Efforts

NIGP Codes Identified

- 91501: Advertising Agency Services

Number of Vendors to be notified

- Central Vendor Registry: 137
- Veteran Owned Small Business (SBA): 345

Advertising

- TVSA channel 21
- COSA Bidding Opportunities website
- Express News
- Industry Publications: American Association of Airport Executives and Airports Council International

Project Evaluation Committee

Voting Members	Advisory Members
Russ Handy, Director, Aviation Department	Katinka Howell, Assistant City Attorney, Aviation Department
Karen Ellis, Chief Customer Experience Officer, Aviation Department	Art Arispe, Sr. Compliance Analyst, Aviation Department
Frank Cruz, Member, Airport Advisory Commission	Lisa Brice, Special Projects Manager, Aviation Department
Aurelina Prado, Member, Airport Advisory Commission	Brian Pratte, Air Service Administrator, Aviation Department
	Steve Milburn, Property & Concessions Manager, Aviation Department

Project Timeline

Pre-Solicitation

Audit Committee
Pre Solicitation
Briefing:

- May 30, 2017

Release RFP:

- **June 7, 2017**

Solicitation

Pre-Submittal
Conference:

- June 19, 2017

Deadline for
Questions:

- June 27, 2017

RFP Due:

- **July 7, 2017**

Post – Solicitation

Evaluation
Complete:

- August 2017

Contract Negotiated:

- August 2017

**Audit Committee
Post Solicitation
Briefing:**

- **August 15, 2017**

Finalization

**City Council
Consideration:**

- **September 7, 2017**

Contract Start Date:

- October 1, 2017

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