



# AUDIT AND ACCOUNTABILITY COMMITTEE

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## POST-SOLICITATION BRIEFING FOR ADVERTISING AND MARKETING SERVICES FOR SAN ANTONIO AIRPORT SYSTEM

October 3, 2017

Russell J. Handy  
Aviation Director  
Aviation Department

# Solicitation Overview

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**Originating Department: Aviation**



**Solicitation Type: Request for Proposal (RFP)**



**High Profile Designation: Contract Value Over \$1 million**



**Estimated Value: \$250,000 annually / \$1.25 Million total**



**Current Contract Status: Expired September 30, 2017**



**Proposed Term: 3 years with 2, 1 year renewal options**

# Project Timeline

## Pre-Solicitation

Pre Solicitation Briefing:

- May 30, 2017

**Release RFP:**

- **June 7, 2017**

## Solicitation

Pre-Submittal Conference:

- June 16, 2017

Deadline for Questions:

- June 26, 2017

**RFP Due:**

- **July 12, 2017**

## Post – Solicitation

Evaluation Complete:

- September 22, 2017

Contract Negotiated:

- October 2017

**Post Solicitation Briefing:**

- **October 3, 2017**

## Finalization

**City Council Consideration:**

- **November 16, 2017**

Contract Start Date:

- Upon City Council Award

# Project Scope

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## Contract Goal

- Contract provides Aviation with an advertising agency that will collaborate to successfully communicate the department's many messages to passengers, community, concession customers and other stakeholders

## Media

- 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 report requirements

## Marketing

- 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

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## Evaluation Criteria

- Experience, Background, Qualifications: 40 Points
- Proposed Plan: 25 Points
- Pricing: 15 Points
- ACDBE Program: 20 Points



## Additional Requirements

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

# Project Evaluation Committee Members

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Voting Members	Advisory Members
Russell J. Handy, Aviation Director, Aviation Department	Katinka Howell, Assistant City Attorney, City Attorney's Office
Karen Ellis, Chief Customer Experience Officer, Aviation Department	Art Arispe, Compliance Manager, Aviation Department
Aurelina Prado, Member, Airport Advisory Commission	Barbara Trevino, Contract Coordinator, Aviation Department
	Brian Pratte, Air Service Administrator, Aviation Department
	Steve Milburn, Property & Concessions Manager, Aviation Department
	Rich Stinson, Marketing & Public Relations Manager, Aviation Department

# Score Matrix

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Advertising & Marketing Services RFP 6100009065; 17-093  Score Summary	Maximum Points	Firm #1	Firm #2
A - Experience, Background, Qualifications	40	10.67	35.00
B - Proposed Plan	25	6.00	23.00
C - Price Schedule	15	15.00	13.90
D - ACDBE	20	20.00	20.00
<b>TOTAL SCORE</b>	<b>100</b>	<b>51.67</b>	<b>91.90</b>
<b>RANK BASED ON TOTAL SCORE</b>		<b>2.00</b>	<b>1.00</b>



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Troy Elliott, CPA  
Deputy Chief Financial Officer  
and  
Kevin Barthold  
City Auditor



# Procurement Overview - Due Diligence

Number of vendors notified:	160
Number of vendors at pre-submittal conference:	18
Number of responses received:	5
Results of Minimum Requirements Review	One proposal deemed non-responsive due to the fact that the submittal was missing required information for evaluation
Results of Due Diligence Review	No findings
Respondent Background Check	No findings
Financial Statement Review	N/A
References, Proof of Insurability Review and Litigation Disclosure	No findings
Contracts Disclosure Form	No findings

# Procurement Overview - Due Diligence

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## City Auditor Briefing on Due Diligence Review



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