AUDIT AND ACCOUNTABILITY COMMITTEE

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

October 3, 2017

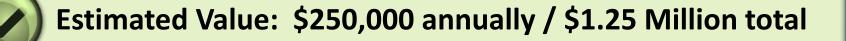
Russell J. Handy Aviation Director Aviation Department

Solicitation Overview



Solicitation Type: Request for Proposal (RFP)

High Profile Designation: Contract Value Over \$1 million





Current Contract Status: Expired September 30, 2017



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

Project Timeline

Pre- Solicitation	Solicitation	Post – Solicitation	Finalization
Pre SolicitationBriefing:May 30, 2017	Pre-Submittal Conference: June 16, 2017	Evaluation Complete: • September 22, 2017	City Council Consideration: November 16, 2017
Release RFP: ■ June 7, 2017	Deadline for Questions: June 26, 2017	Contract Negotiated: • October 2017	Contract Start Date: Upon City Council Award
	RFP Due: ■ July 12, 2017	Post Solicitation Briefing: • October 3, 2017	

Project Scope

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

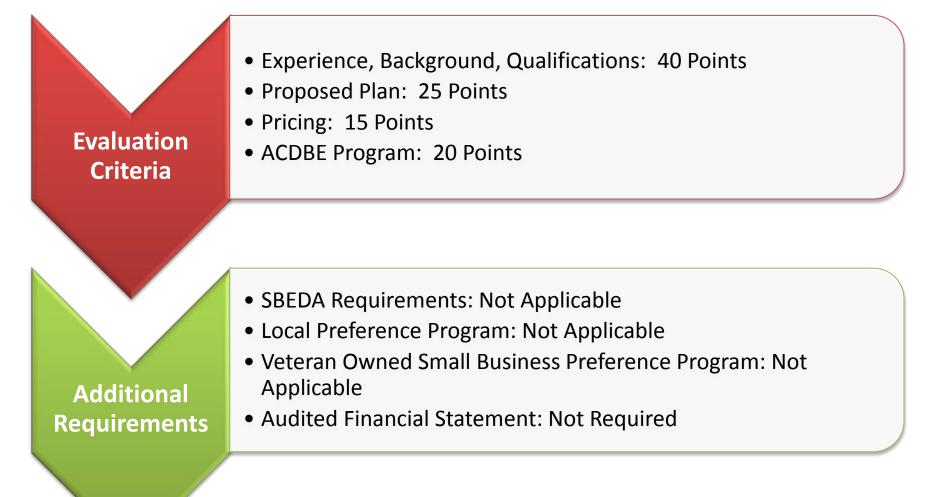


- Perform and/or manage:
- Media program evaluation/purchases across all channels (i.e. print, TV, radio, digital, online)
- Online, website, and social media marketing placements
- Monitoring return on investments
- All related accounting and report requirements

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



Project Evaluation Committee Members

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	

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		6.00	23.00
C - Price Schedule		15.00	13.90
D - ACDBE		20.00	20.00
TOTAL SCORE 100		51.67	91.90
RANK BASED ON TOTAL SCORE		2.00	1.00

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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

City Auditor Briefing on Due Diligence Review

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Russell J. Handy Aviation Director Aviation Department