



City of San Antonio

Legislation Details (With Text)

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In control: Audit and Accountability Committee

On agenda: 5/24/2018

Title: Airport Advertising Concession [Carlos Contreras, Assistant City Manager; Russ Handy, Director, Aviation]

Sponsors:

Indexes:

Code sections:

Attachments: 1. Postsolicitation - Advertising Concession 5.17.pdf

Date	Ver.	Action By	Action	Result
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**CITY OF SAN ANTONIO
AVIATION DEPARTMENT
INTERDEPARTMENTAL MEMO**

TO: Sheryl Sculley, City Manager

FROM: Russell J. Handy, Aviation

COPY: Audit and Accountability Committee; Carlos Contreras, Assistant City Manager; Ben Gorzell Jr., CPA, Chief Financial Officer; Troy Elliott, CPA, Deputy Chief Financial Officer, Finance; Kevin Barthold, City Auditor

SUBJECT: Post-Solicitation Briefing for Airport Advertising Concession Program

DATE: May 24, 2018

The recommended respondent will receive the non-exclusive right to manage the San Antonio International Airport’s Advertising Concession Program including the sale, design, fabrication, installation, operation, and maintenance of advertisements to be displayed at prime locations within the airport facilities.

On November 2, 2017, a Request for Proposals (RFP) was released seeking proposals from vendors with necessary expertise to plan, develop, execute and manage an innovative, state-the-art, energy-efficient advertising concession program that would generate the interest of local and national advertisers, increase non-airline revenue and move beyond the traditional backlit billboard-type static advertising currently in place at the airport.

The RFP was advertised on the City’s Bidding and Opportunities website and TVSA. It was also advertised in the San Antonio Express-News and on the websites of both Airports Council International - North America and the Association of American Airports Executives. Three responses were received on the January 19, 2018 due

date. A selection committee consisting of staff from the City Manager's Office, Aviation Department, Convention and Sports Facilities Department, Airport Advisory Commission and San Antonio Area Tourism Council/San Antonio Zoo evaluated and ranked the submissions.

The selection committee evaluated and scored the proposals based on the published criteria which included: Experience, Background and Qualifications, Proposed Plan, Compensation, and Airport Concessionaire Disadvantaged Business Enterprise Program (ACDBE).

This item is tentatively scheduled for Council consideration on June 7, 2018.