



City of San Antonio

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On agenda: 4/25/2017
Title: Airport Advertising Concession [Aviation]
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**CITY OF SAN ANTONIO
 AVIATION DEPARTMENT
 INTERDEPARTMENTAL CORRESPONDENCE**

TO: Sheryl Sculley, City Manager
FROM: Russell J. Handy, Aviation Director
COPY: Audit Committee; Ben Gorzell, Jr., CPA, Chief Financial Officer; Kevin Barthold, City Auditor; Troy Elliott, CPA, Deputy Chief Financial Officer
SUBJECT: Pre-Solicitation Briefing for Airport Advertising Concession
DATE: April 25, 2017

The Aviation Department will present a pre-solicitation briefing on the Airport Advertising Concession which was identified in the Annual High Profile Report. This briefing will allow an opportunity for input and direction from Committee members.

This pre-solicitation briefing will cover estimated contract value, projected timeline, high profile designation, scope of the project, terms of the contract, audited financial statements, proposed scoring criteria, evaluation committee members, project considerations, local preference program applicability, veteran owned small business preference program applicability and SBEDA Program requirements.

The Airport Advertising Concession will increase airport revenue and in turn boost revenue for San Antonio businesses. The program will enhance San Antonio International Airport (SAT) aesthetics and promote the

airport, as well as promote San Antonio, the Hill Country and the South Texas region as a highly desirable destination by highlighting the culture, quality of life, the strong and diverse business environment, and tourism opportunities. The program will showcase technology innovation and creativity in advertising at SAT.