



City of San Antonio

Agenda Memorandum

File Number: 18-2753

Agenda Item Number: 14.

Agenda Date: 6/7/2018

In Control: City Council A Session

DEPARTMENT: Animal Care Services

DEPARTMENT HEAD: Heber Lefgren

COUNCIL DISTRICTS IMPACTED: City Wide

SUBJECT:

Marketing and Advertising Services for Animal Care Services

SUMMARY:

An Ordinance approving a contract amendment with aMAEzing LLC in an amount up to \$12,000 for specialized targeted advertising campaigns, increase the total compensation through funding received from private donations for a pet adoptions campaign in fiscal year 2018, and authorizing the ACS Director to amend the agreement if additional funds are made available.

BACKGROUND INFORMATION:

On November 2, 2016, a Request for Proposals (RFP) was issued to solicit responses from qualified Respondents for a full-service bilingual advertising and marketing agency to collaborate with Animal Care Services (ACS) on impactful outreach awareness that encourages responsible pet ownership and the humane treatment of our community's pets.

On February 9, 2017, City Council approved an Ordinance authorizing a contract with aMAEzing, LLC to provide marketing and advertising services to Animal Care Services in the amount of up to \$150,000 per Fiscal Year for a term of February 1, 2017 through September 30, 2019 with the option to renew two one-year terms. The estimated total amount of funds for the three-year contract is \$420,000.

In Fiscal Year 2017, ACS successfully completed a bilingual advertising and marketing campaign focusing on State and local animal-related laws to include "leash...not loose", responsible pet ownership, and spay/neuter.

The campaign used a combination of traditional and non-traditional advertising formats including radio, print, billboards, bus shelters and digital/mobile advertisements.

In Fiscal Year 2018, ACS is focusing on the revisions to Chapter 5 of the City code that were adopted by City Council in October 2017. The Chapter 5 Educational Campaign includes 350 T.V. and radio commercials per month, advertising through 28 billboards, 13 bus stops and has received over 43,000 social media views. Through the rest of Fiscal Year 2018, ACS will continue to provide education on the revisions to Chapter 5 of the City code and is planning to promote Spay/Neuter and general responsible pet ownership education.

Additional funds have been made available through donations to be used to expand its City-wide adoption efforts by increasing community awareness on local animal shelter pet adoptions across the City through radio, digital, and/or mobile platforms.

ISSUE:

Additional funds have been made available through donations to be used to expand its City-wide adoption efforts by increasing community awareness on local animal shelter pet adoptions across the City through radio, digital, and/or mobile platforms.

This Ordinance authorizes a contract amendment in the amount of \$12,000 with aMAEzing, LLC, increasing the annual compensation from \$150,000 to \$162,000. If additional funds are made available during the duration of the contract, the ACS Director shall be authorized to amend the contract and increase the amount of compensation of up to \$25,000 annually and expand its City-wide campaign.

ALTERNATIVES:

Should this contract amendment not be approved, ACS would be unable to utilize the donation funds on advertisement.

FISCAL IMPACT:

This Ordinance authorizes a contract amendment in the amount of \$12,000.00 with aMAEzing, LLC, for expenses related to Animal Care Services and increases the total compensation from \$150,000 to \$162,000 in FY 2018. This contract increase will be funded through the FY 2018 ACS Donation Fund.

RECOMMENDATION:

Staff recommends approval of this Ordinance authorizing a contract amendment in the amount of \$12,000 with aMAEzing, LLC, increasing the total compensation from \$150,000 to \$162,000.