



City of San Antonio

Legislation Details (With Text)

File #:	17-3405		
Type:	Staff Briefing - Without Ordinance	In control:	Early Childhood Education Municipal Development Corporation Board of Directors
On agenda:	6/20/2017		
Title:	Staff briefing and possible Board action to approve a contract with Creative Noggin, LLC. for marketing outreach, public relations, and branding services in an amount not to exceed \$1,950,000 over three years and the option for a one-year renewal [Paul Chapman, Pre-K 4 SA Communications Manager]		
Sponsors:			
Indexes:	Pre-K 4 SA		
Code sections:			
Attachments:	1. Marketing RFP Presentation		

Date	Ver.	Action By	Action	Result
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DEPARTMENT: Pre-K 4 SA

DEPARTMENT HEAD: Sarah Baray, Ph.D.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Contract for Marketing Outreach and Public Relations Services

SUMMARY:

This item includes a briefing and Board consideration of a contract with Creative Noggin, LLC. for professional management services related to marketing outreach and public relations for Pre-K 4 SA in an amount not to exceed \$1,950,000 over three years and the option for a one-year renewal.

BACKGROUND INFORMATION:

The previous contract for Marketing Outreach and Public Relations services was with Creative Noggin, LLC. This contract expires on June 30, 2017 and is not eligible for renewal.

The newly selected Contractor will work with Pre-K 4 SA to: (1) provide overarching brand strategy and stewardship, (2) drive overall program awareness and familiarity, and (3) promote application/enrollment during peak periods. The new holistic plan will target three key audiences including: students/families, Educators, and The San Antonio community at large.

ISSUE:

Pre-K 4 SA seeks to increase awareness of the program, its services to students and educators and its positive impact on the City of San Antonio.

Pre-K 4 SA worked in coordination with the City's Finance Department, Purchasing Division (Purchasing) to develop a Request for Proposals (RFP) to meet the marketing needs of the program. The RFP was released on April 19, 2017 and submissions were due by May 22, 2017. Pre-K 4 SA received a total of nine responses to the request. Peter Zaroni, Sarah Baray, Andie Rodriguez, Paul Chapman, Sandra Garcia - Marketing Director for The DoSeum, and representatives from the City of San Antonio Small Business and Economic Development Agency (SBEDA), and Purchasing reviewed the responses received and recommend that Pre-K 4 SA enter into a contract with Creative Noggin, LLC. for the requested services and in an effort to promote the program. The contract is for an amount not to exceed \$1,950,000 over three years and the option for a one-year renewal, or a total of \$2,600,000 for a possible total cumulative term to last from July 1, 2017 through June 30, 2021.

Vendors were evaluated based on the firm's qualifications, experience, and quality of service, previous performance, reference review, proposed plan and price schedule. The evaluation of each proposal response is based on a total of 100 points; 20 points allotted for experience, background, qualifications; 30 points allotted for the proposed plan and 15 points allotted for respondent's price schedule. Twenty (20) preference points were allotted for the Small Business Economic Development Advocacy (SBEDA) Program, in addition to 10 points allotted for Local Preference Program and 5 points for the Veteran-Owned Small Business Preference Program.

The Local Preference Program (LPP) was applied in the evaluation of responses received for this contract; however, the highest ranked firm is not a local business.

There were no proposals submitted by veteran-owned small businesses for this contract, therefore, the Veteran-Owned Small Business Preference Program was not applied.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program, which requires solicitations be reviewed by a Goal Setting Committee (GSC) to establish a requirement and/or incentive in an effort to maximize the amount of small, minority, and women-owned business participation. The GSC applied the small and minority/ women-owned business enterprise (S/M/WBE) Prime Contract Program with a total of twenty (20) evaluation preference points and a M/WBE Subcontracting goal of thirty (30%) percent. Creative Noggin, LLC. is small, woman-owned business and has committed to self-perform 88% of the contract.

ALTERNATIVES:

Pre-K 4 SA would need to work through the informal contracts process to purchase multiple media and to create and produce assets to run on each.

FISCAL IMPACT:

Funds are budgeted and available in the FY 2018 Pre-K 4 SA Operating Fund as approved by the Pre-K 4 SA Board of Directors. Future contract year funds are contingent upon approval of the annual operating budget by the Board of Directors.

RECOMMENDATION:

Staff recommends for the Board to approve the contract with Creative Noggin, LLC. for professional management services related to marketing outreach and public relations for Pre-K 4 SA in an amount not to exceed \$1,950,000 over three years (\$650,000.00 per year) and the option for a one-year renewal (at the same rate of \$650,000.00).

This contract is procured by means of Request for Proposals.