



City of San Antonio

Legislation Details (With Text)

File #: 21-3556
Type: Staff Briefing - Without Ordinance
In control: Audit and Accountability Committee
On agenda: 5/18/2021
Title: On-Call Advertising & Marketing Services for the San Antonio Airport System [Jeff Coyle, Assistant City Manager; Jesus Saenz, Director, Aviation]
Sponsors:
Indexes:
Code sections:
Attachments:

Date	Ver.	Action By	Action	Result
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CITY OF SAN ANTONIO AVIATION DEPARTMENT Interdepartmental Correspondence

TO: Erik Walsh, City Manager
FROM: Jesus H. Saenz, Jr., IAP, Director of Airports, Aviation Department
COPIES: Audit and Accountability Committee; Ben Gorzell, Jr., CPA, Chief Financial Officer; Jeff Coyle, Assistant City Manager; Kevin Barthold, City Auditor; Troy Elliott, CPA, Deputy Chief Financial Officer
SUBJECT: Consideration of High-Profile Solicitation for Release
DATE: May 18, 2021

The following high-profile solicitation is scheduled to be released this month.

Advertising and Marketing Services for San Antonio Airport System (Aviation) - The City of San Antonio is soliciting proposals from advertising and marketing firms to provide on-call services to promote the San Antonio Airport System. Programs supported by the advertising, marketing, web hosting, and public relations consultant under the contract will include, but are not limited to, the City's Air Service Incentive Program and the Concessions Marketing Program

Department: Aviation
Solicitation Type: Request for Proposals
Contract Value: \$6 Million
Term of Contract: 3 years with 2, 1-year renewal options

Release Date: May 21, 2021
Closing Date: July 7, 2021
Proposed Council Date: November 4, 2021
Contact Information: Jesus H. Saenz, Jr., IAP, Director, Aviation Department
Evaluation Criteria: Experience, Background, Qualifications: 35 points
Proposed Plan: 25 points
Price: 15 points
SBE Prime Contract Program: 5 points
M/WBE Prime Contract Program: 5 points
Local Preference Program: 10 points
Veteran Owned Small Business Preference Program: 5 points
SBEDA Requirement: 15% M/WBE Subcontracting Requirement
Voting Members: Jeff Coyle, Assistant City Manager, City Manager's Office
Jesus H. Saenz, Jr., IAP, Director, Aviation Department
Brian Pratte, Chief Air Service Development Officer, Aviation Department
Jenna Saucedo-Herrera, President & CEO, San Antonio Economic Development Foundation
Yonnie Blanchette, Executive Director of Operations, Carver Development Board
Frances Schultschik, Retired, San Antonio Convention & Visitors Bureau