



# City of San Antonio

## Agenda Memorandum

**File Number:**16-1758

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**Agenda Item Number:** 5.

**Agenda Date:** 4/5/2016

**In Control:** Early Childhood Education Municipal Development Corporation Board of Directors

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**DEPARTMENT:** Pre-K 4 SA

**DEPARTMENT HEAD:** Kathy Bruck, CEO

**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 \$328,000.

### **BACKGROUND INFORMATION:**

The previous Contract for Marketing Outreach and Public Relations services was with Creative Civilization. This contract expired on January 21, 2016 and was not eligible for renewal.

The newly selected Contractor will work with Pre-K 4 SA to: (1) launch the new Pre-K 4 SA brand identity, (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 voter 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 Purchasing Division of Finance to develop a Request for Proposals (RFP) to meet the marketing needs of the program. The RFP was released on January 15, 2016 and submissions were due by no later than February 19, 2016. Pre-K 4 SA received a total of eleven responses to the request. Kathy Bruck, Peter Zanon, Brad Davenport, Paul Chapman, Kim Chance from the San Antonio Metropolitan Health District (SAMHD), and representatives from the City of San Antonio Small Business and Economic Development Agency (SBEDA), and the Purchasing Division of Finance 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 will not exceed \$328,000.00 for a term to last from April 6, 2016 through June 30, 2016 with a one-year renewal to occur in July 2016.

**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 2016 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 \$328,000.00.