



# City of San Antonio

## Agenda Memorandum

**File Number:**16-3320

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**Agenda Item Number:** 10.

**Agenda Date:** 6/7/2016

**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:** City Wide

**SUBJECT:**

Amendment to 2016-17 Contract for Marketing Outreach and Public Relations Services

**SUMMARY:**

This item requests 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:**

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 Zanoni, 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.

In April 2016, the Board approved a contract for Marketing Outreach and Public Relations services with

Creative Noggin in the amount of \$328,000. This contract expires on June 30, 2016 and is set to renew in the amount of \$375,000 on July 1, 2016. Also, in April 2016, the Board approved an increase in the Marketing and Public Relations budget in the amount of \$300,000.

**ISSUE:**

Pre-K 4 SA seeks to apply the approved \$300,000 funding for Marketing and Public Relations to the 2016-17 contract with Creative Noggin.

The approved 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.

**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 amendment to the contract with Creative Noggin, LLC for professional management services related to marketing outreach and public relations for Pre-K 4 SA in an additional amount not to exceed \$300,000.