



City of San Antonio

Agenda Memorandum

File Number:16-5185

Agenda Item Number: 6.

Agenda Date: 10/20/2016

In Control: City Council A Session

DEPARTMENT: Finance

DEPARTMENT HEAD: Troy Elliott

COUNCIL DISTRICTS IMPACTED: CityWide

SUBJECT:

Media Purchases from Spurs Sports and Entertainment

SUMMARY:

This ordinance authorizes the Solid Waste Management Department (SWMD) to execute media purchases for advertising with Spurs Sports and Entertainment, LLC for an amount not to exceed \$186,950.00 upon contract award through September 30, 2017. These media purchases will support promotional initiatives for the SWMD through increased awareness of the recycling program.

BACKGROUND INFORMATION:

In FY2014, the Solid Waste Management Department (SWMD) launched a partnership with the San Antonio Spurs in order to create more awareness of the City's recycling initiatives. This partnership has been the SWMD's most successful media initiative to date, receiving more than 3,000 views on the SWMD's You Tube page. Furthermore, the initiative is being featured during primetime television broadcasts throughout the second half of the NBA season and playoffs. In addition to more recognition for the program, the partnership has promoted increased visits to the department's social media pages and websites.

As SWMD continues to move toward reaching the residential recycling goal of 60% by 2025, it is important to continue to pursue marketing initiatives that will help the San Antonio community understand the importance of recycling. By leveraging the fan base of the San Antonio Spurs, SWMD hopes to continue to reach new

audiences that may have previously been missed.

ISSUE:

As part of the outreach for the recycling program, SWMD wants to increase awareness by advertising during the NBA San Antonio Spurs games that will be showcased on local and cable television during their 2016-2017 NBA Season. Through this agreement, a 30-second SWMD commercial will run 70 times throughout the season. The SWMD will be the title sponsor for a full season recycling campaign culminating in NBA Green Week in March. As part of the NBA Green Week, SWMD will receive one week of promotional media leading up to the Spurs Go Green Night. SWMD will also receive one week of live in-game TV drop-ins during the Spurs broadcasts on Fox Sports Southwest. In addition, SWMD will receive five sponsor posts during NBA Green Week in April on the Spurs Facebook Page to promote Go Green Night and educate followers on the benefits of green living.

SWMD has routinely allocated budgeted funds for marketing and media purchases to promote their programs and services. In some cases, the program requires the utilization of media outlets as a component of the program's work plan. This Ordinance will authorize SWMD to execute media purchases with Spurs Sports and Entertainment, LLC in FY2017 for recycling education outreach for SWMD's program. Approval by City Council will allow the SWMD Recycling Program to efficiently spend funds allocated for media purchases and meet the deliverables of their work plans.

A Request for Offer (RFO) was issued to Spurs Sports and Entertainment, LLC outlining the required statement of work to encompass all necessary advertising requirements to support the SWMD's Recycling Program educational outreach initiatives. Spurs Sports and Entertainment, LLC submitted an offer to provide the services for an amount not to exceed \$186,950.00.

This procurement is made utilizing an Advertising, Other Than Legal Notices Exemption to the Texas Local Government Code Chapter 252.022.

This contract is exempt from competitive bidding and is excluded from the scope of the SBEDA program.

This contract is an exception to the Local Preference Program.

The Veteran-Owned Small Business Preference Program does not apply to non-professional service contracts, so no preference was applied to this contract.

ALTERNATIVES:

Should this ordinance not be approved, SWMD will continue to promote the recycling education programs with the traditional means of pamphlets, door hangers, website and social media advertising, radio ads and meeting with homeowners.

FISCAL IMPACT:

This ordinance will authorize SWMD to execute media purchases with Spurs Sports and Entertainment, LLC for SWMD Recycling outreach programs for an amount not to exceed \$186,950.00. Funding for these purchases is available and budgeted within the FY17 Solid Waste Operating and Maintenance Fund.

RECOMMENDATION:

Staff recommends the authorization of media purchases from Spurs Sports and Entertainment for the promotion of outreach for the recycling program for an amount not to exceed \$186,950.00 in FY2017.