



City of San Antonio

Agenda Memorandum

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Agenda Date: 5/30/2017

In Control: Audit Committee

**CITY OF SAN ANTONIO
AVIATION DEPARTMENT
INTERDEPARTMENTAL CORRESPONDENCE**

TO: Sheryl Sculley, City Manager

FROM: Russell J. Handy, Aviation Director

COPY: Audit Committee; Ben Gorzell, Jr., CPA, Chief Financial Officer; Kevin Barthold, City Auditor;
Troy Elliott, CPA, Deputy Chief Financial Officer

SUBJECT: Pre-Solicitation Briefing for Advertising and Marketing Services

DATE: May 30, 2017

The Aviation Department will present a pre-solicitation briefing on the Advertising and Marketing Services which was included in the Annual High Profile Report. This briefing will allow an opportunity for input and direction from Committee members.

This pre-solicitation briefing will cover estimated contract value, projected timeline, high profile designation, scope of the project, terms of the contract, audited financial statements, proposed scoring criteria, evaluation committee members, project considerations, local preference program applicability, veteran owned small business preference program applicability and SBEDA Program requirements.

The Advertising and Marketing contract will provide the Aviation Department with an agency to develop and implement marketing and advertising campaigns for U.S. and International markets, City's Air Service Incentive Program, Airport Concessions Marketing Campaign, and Loyalty Program. The selected agency will perform and/or manage media program evaluation and purchases across all channels and monitor return on investment and related accounting and reporting requirements.