



City of San Antonio

Agenda Memorandum

File Number: 17-6049

Agenda Item Number: 5.

Agenda Date: 11/30/2017

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 \$195,000.00. These media purchases will encompass promotional needs for the Outreach SWMD Recycling Program through increased awareness.

BACKGROUND INFORMATION:

In FY 2014, the Solid Waste Management Department launched a partnership with the San Antonio Spurs in order to create more awareness of the City's recycling initiatives. That partnership has been SWMD's most successful television initiative to date and has helped to increase visitation 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 remains important to continue to pursue marketing initiatives that will assist 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 2017-2018 NBA Season. During the season, SWMD's 30 second TV commercial (referred to below as a "spot") will run 63 times, a 30 second radio spot will run 88 times in English and will run 170 times in Spanish. During March 2018, SWMD will receive 40 group tickets to one Spurs game to reward the schools that participate in the Outreach program. Contest rules are under development. The sponsorship package also includes visibility at the Rampage and San Antonio Football Club (SAFC) games. This will allow SWMD to reach approximately 1.1 million San Antonio residents who watch and cheer on the Spurs. All advertisements and promotions described herein shall occur during the 2017-2018 NBA season.

A Request for Offer (RFO) was issued to Spurs Sports and Entertainment, LLC outlining the required scope of work to include all necessary advertisement requirements to support SWMD's Recycling educational outreach initiatives. Spurs Sports and Entertainment, LLC responded to the RFO and will provide said services for a cumulative amount not to exceed \$195,000.00.

SWMD has routinely allocated funds within their budgets 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 for FY 2018 for recycling education outreach for SWMD's program.

The Small Business Economic Development Advocacy (SBEDA) Ordinance requirements were waived due to the lack of small, minority, and/or women businesses available to provide these goods and services.

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 a cumulative amount not to exceed \$195,000.00. Funding for these purchases is available and budgeted within the FY18 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 a cumulative amount not to exceed \$195,000.00 for FY 2018 which will allow SMWD's recycling programs to efficiently promote program activities and community outreach.

This contract is procured by means of an exemption to competitive bidding and a Contracts Disclosure Form is not required.