



City of San Antonio

Agenda Memorandum

File Number:19-8383

Agenda Item Number: 5.

Agenda Date: 12/5/2019

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 with Spurs Sports & Entertainment, LLC for an amount not to exceed \$195,000.00 upon the effective date of the ordinance awarding the contract through September 30, 2020. These media purchases will encompass promotional needs for the Outreach SWMD Recycling Program to promote increased awareness. Funding is available from the FY 2020 Solid Waste Operating and Maintenance Fund.

BACKGROUND INFORMATION:

In FY 2014, the Solid Waste Management Department (SWMD) launched a partnership with the San Antonio Spurs in order to create a greater awareness of the City's recycling initiatives. This partnership has been SWMD's most successful television initiative to date which is being featured during primetime television throughout the NBA season and playoffs. In addition to more recognition for the program, the partnership 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 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:

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 an amount not to exceed \$195,000.00.

As part of the outreach for the recycling program, SWMD plans to increase awareness by advertising during the NBA San Antonio Spurs games that will be showcased on local and cable television during their 2019-2020 NBA Season. During the season, SWMD's 30 second TV commercial (referred to below as a "spot") will run 85 times, a 30 second radio spot will run 85 times in English and will run 85 times in Spanish. During 2020, SWMD will receive four (4) tickets to ten (10) Spurs home games 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 2019-2020 NBA season.

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.

The recommended award is an exception to the Local Preference Program.

The Veteran-Owned Business Program does not apply to good/supplies 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 authorizes Solid Waste Management Department to execute media purchases with Spurs Sports and Entertainment, LLC for advertising and promoting the City's residential recycling program for an amount not to exceed \$195,000.00. Funding is available from the Solid Waste Operating and Maintenance Fund FY 2020 Adopted Budget.

RECOMMENDATION:

Staff recommends the authorization of media purchases from Spurs Sports and Entertainment, LLC for the promotion of outreach for the recycling program for a cumulative amount not to exceed \$195,000.00 in FY 2020.

This contract was procured as an exemption from competitive bidding on the basis of advertisement (other than legal notices) and a Contracts Disclosure Form is not required.