



City of San Antonio

Agenda Memorandum

File Number:21-2593

Agenda Item Number: 7.

Agenda Date: 4/6/2021

In Control: Early Childhood Education Municipal Development Corporation Board of Directors

DEPARTMENT: Pre-K 4 SA

DEPARTMENT HEAD: Sarah Baray, Ph.D.

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Creative Noggin Contract

SUMMARY:

This item includes a briefing and Board action to approve amending the Creative Noggin contract to increase the contract value by \$650,000.00, bringing the total to \$3,250,000.00, and extending the contract to June 30, 2022.

BACKGROUND INFORMATION:

Following a formal solicitation process in June 2017, Creative Noggin, LLC., was awarded a contract for professional management services related to marketing outreach and public relations for Pre-K 4 SA in an amount not to exceed \$1,950,000.00 over three years, with an optional one-year renewal in an amount of \$650,000.00, for a total contract value of \$2,600,000.00.

Pre-K 4 SA is currently in the process of developing a new Request for Proposals (RFP) to meet the marketing needs of the program. However, in an effort to ensure continuity of service and provide time for a potential transition if needed, Pre-K 4 SA staff is requesting Board approval to extend the contract through June 30, 2022 and increase the contract value by \$650,000.00, bringing the total to \$3,250,000.00.

ISSUE:

This item includes a briefing and Board action to approve amending the Creative Noggin contract to increase the contract value by \$650,000.00, bringing the total to \$3,250,000.00, and extending the contract to June 30, 2022.

ALTERNATIVES:

If the Board of Directors does not approve this item, staff would need to work through the informal contracts process to purchase multiple media and to create and produce assets to run on each. Additionally, by not purchasing through a media planning/buying agency, the Corporation could forgo economies of scale, resulting in higher per unit media prices.

FISCAL IMPACT:

This item approves amending the Creative Noggin contract to increase the contract value by \$650,000.00, bringing the total to \$3,250,000.00, and extending the contract to June 30, 2022.

Funds for this agreement are available in the FY 2022 Pre-K 4 SA Operating Budget contingent upon approval by the Board of Directors.

RECOMMENDATION:

Staff recommends the Board approve amending the Creative Noggin contract to increase the contract value by \$650,000.00, bringing the total to \$3,250,000.00, and extending the contract to June 30, 2022.