



City of San Antonio

Agenda Memorandum

File Number:21-3556

Agenda Item Number: 2.

Agenda Date: 5/18/2021

In Control: Audit and Accountability Committee

**CITY OF SAN ANTONIO
AVIATION DEPARTMENT
Interdepartmental Correspondence**

TO: Erik Walsh, City Manager

FROM: Jesus H. Saenz, Jr., IAP, Director of Airports, Aviation Department

COPIES: Audit and Accountability Committee; Ben Gorzell, Jr., CPA, Chief Financial Officer; Jeff Coyle, Assistant City Manager; Kevin Barthold, City Auditor; Troy Elliott, CPA, Deputy Chief Financial Officer

SUBJECT: Consideration of High-Profile Solicitation for Release

DATE: May 18, 2021

The following high-profile solicitation is scheduled to be released this month.

Advertising and Marketing Services for San Antonio Airport System (Aviation) - The City of San Antonio is soliciting proposals from advertising and marketing firms to provide on-call services to promote the San Antonio Airport System. Programs supported by the advertising, marketing, web hosting, and public relations consultant under the contract will include, but are not limited to, the City's Air Service Incentive Program and the Concessions Marketing Program

Department:	Aviation
Solicitation Type:	Request for Proposals
Contract Value:	\$6 Million
Term of Contract:	3 years with 2, 1-year renewal options
Release Date:	May 21, 2021
Closing Date:	July 7, 2021
Proposed Council Date:	November 4, 2021
Contact Information:	Jesus H. Saenz, Jr., IAP, Director, Aviation Department
Evaluation Criteria:	Experience, Background, Qualifications: 35 points Proposed Plan: 25 points

Price: 15 points
SBE Prime Contract Program: 5 points
M/WBE Prime Contract Program: 5 points
Local Preference Program: 10 points
Veteran Owned Small Business Preference Program: 5 points
SBEDA Requirement: 15% M/WBE Subcontracting Requirement
Voting Members: Jeff Coyle, Assistant City Manager, City Manager's Office
Jesus H. Saenz, Jr., IAP, Director, Aviation Department
Brian Pratte, Chief Air Service Development Officer, Aviation Department
Jenna Saucedo-Herrera, President & CEO, San Antonio Economic Development Foundation
Yonnie Blanchette, Executive Director of Operations, Carver Development Board
Frances Schultschik, Retired, San Antonio Convention & Visitors Bureau