



# City of San Antonio

## Agenda Memorandum

**File Number:**15-3517

---

**Agenda Item Number:** 41.

**Agenda Date:** 6/18/2015

**In Control:** City Council A Session

---

**DEPARTMENT:** Culture and Creative Development

**DEPARTMENT HEAD:** Felix N. Padron

**COUNCIL DISTRICTS IMPACTED:** 1

### **SUBJECT:**

La Villita Advertising and Marketing Plan Professional Services Agreement

### **SUMMARY:**

An ordinance authorizing a professional services agreement for the development of a La Villita Advertising and Marketing Plan with Creative Civilization for a total amount not to exceed \$200,000 .00.

### **BACKGROUND INFORMATION:**

As part of a comprehensive and proactive approach in the transformation of the La Villita Historic Arts Village, the development of an Advertising and Marketing Plan will help to bring La Villita into the 21<sup>st</sup> century and become a vital part of the "Decade of Downtown." The FY 2015 Budget included funds to complete this plan.

On January 30, 2015, a Request for Proposals (RFP) was issued to solicit responses from qualified Respondents interested in providing marketing and design services for the La Villita Historic Arts Village. The goal of the RFP is to plan, develop, and implement a new La Villita Historic Arts Village marketing campaign that will blend the historic nature of the village with vibrant and modern design elements that appeal to both residents and visitors.

The selected Respondent will develop and implement a marketing plan to include a new logo and identity package; branding guidelines and color pallet scheme; creative design of infographics to be used in printed

materials; online, interactive and social media; public relations initiatives; and new branding scheme for the La Villita web pages on the DCCD website.

The evaluation committee consisted of representatives from the Department for Culture and Creative Development, City Center Development and Operations Department, Convention & Visitors Bureau, Aviation, the Solid Waste Management Department, and the current President of the La Villita Tenants Association. The Finance Department, Purchasing Division assisted by ensuring compliance with City procurement policies and procedures. Twelve (12) proposals were received by the March 6, 2015 deadline. The proposals were evaluated based on the firm's qualifications, experience, quality of service, previous performance, reference review, proposed plan and price schedule.

The evaluation of each proposal response was based on a total of 100 points; 20 points allotted for experience, background, qualifications; 25 points allotted for proposed plan; and 20 points allotted for respondent's price schedule. Twenty (20) preference points were allotted for the Small Business Economic Development Advocacy (SBEDA) Program, in addition to 10 points allotted for the Local Preference Program and 5 points for the Veteran-Owned Small Business Preference Program.

The Evaluation Committee met on April 28, 2015 to evaluate the twelve (12) responsive proposals received. After committee review and discussion, individual technical scores were submitted and the aggregate scores were presented. After the aggregate scores were presented, the Evaluation Committee shortlisted the three (3) top-ranked firms for interview.

On May 8, 2015, the Evaluation Committee reconvened to interview and evaluate the qualifications of three respondents based on their experience, background, creative ability, and innovative approach to attracting locals and visitors alike. Creative Civilization received the highest ranking and was recommended for award by the Evaluation Committee.

Creative Civilization is a local owned advertising agency headquartered in San Antonio which is certified as a Small/Minority/Women Business Enterprise. Creative Civilization has previously provided marketing services for City of San Antonio programs including Pre-K4SA and Luminaria. They have also provided services to CPS Energy, VIA Metropolitan Transit, and the San Antonio Housing Authority. Creative Civilization will utilize Tribu, LLC, an Emerging/Small Business Enterprise, as a subcontractor as part of this agreement.

## **ISSUE:**

This ordinance authorizes the execution of a professional services agreement with Creative Civilization in an amount not-to-exceed \$200,000.00. Creative Civilization was selected through a competitive Request for Proposals, following City standards for similar RFPs.

This agreement will provide for marketing and design services necessary to support and enhance awareness and vitality of the La Villita Historic Arts Village.

In accordance with Local Preference Program, the recommended Respondent received 10 points for being headquartered within the incorporated San Antonio city limits.

There were no proposals submitted by veteran-owned small business respondents for this contract; therefore, the Veteran-Owned Small Business Preference Program was not applied.

**ALTERNATIVES:**

The City could elect not to approve this agreement to enhance awareness and vitality of the La Villita Historic Arts Village. Should City Council not approve this agreement, staff would be required to issue a second RFP to solicit firms to provide these services, which would delay the marketing and design work desired by tenants and stakeholders.

**FISCAL IMPACT:**

This ordinance authorizes the execution of a professional services agreement with Creative Civilization in an amount not-to-exceed \$200,000.00. The funds are available in the FY 2015 General Fund Budget.

**RECOMMENDATION:**

Staff recommends the approval of an agreement for the development of a La Villita Advertising and Marketing Plan with Creative Civilization for a total amount not to exceed \$200,000.00.

This contract is procured by means of Request for Proposals and the Discretionary Contracts Disclosure Form is attached.