



# City of San Antonio

## Agenda Memorandum

**File Number:**15-4815

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**Agenda Item Number:** 5.

**Agenda Date:** 10/8/2015

**In Control:** City Council A Session

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**DEPARTMENT:** Finance

**DEPARTMENT HEAD:** Troy Elliott

**COUNCIL DISTRICTS IMPACTED:** City Wide

**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 in an amount not to exceed \$139,000.00 during the 2015 -2016 NBA Season. These media purchases will encompass promotional needs for the outreach for the SWMD recycling program through increased awareness.

**BACKGROUND INFORMATION:**

In FY14, the Solid Waste Management Department (SWMD) 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 receiving more than 3,000 views on the SWMD's You Tube page as well as being featured during primetime television throughout the second half of 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:**

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 2015-2016 NBA Season. Through this agreement, a 30-second SWMD commercial will run 70 times throughout the season. SWMD will be the title sponsor for a full season recycling campaign culminating in NBA Green Week in April. As part of the NBA Green Week, SWMD will receive one (1) week of promotional media leading up to the Spurs Go Green Night. SWMD will also receive one (1) week of live in-game TV drop-ins during the Spurs broadcasts on Fox Sports Southwest. In addition, SWMD will receive five (5) sponsor posts during NBA Green Week in April on Spurs Facebook Page to promote Go Green Night and educate followers on green living.

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 \$139,000.00.

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 in FY16 for recycling education outreach for SWMD's program. Approval by City Council will allow SWMD recycling program to efficiently spend funds allocated for media purchases within FY16 and meet the deliverables of their work plans.

This contract is an exception to the Local Preference Program and the SBEDA Program.

The Veteran Owned Small Business Preference Program does not apply to non-professional 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 in an amount not to exceed \$139,000.00. Funding for these purchases is available and budgeted within the FY16 Solid Waste Operating and Maintenance Fund.

**RECOMMENDATION:**

Staff recommends the authorization of media purchases from Spurs Sports and Entertainment, LLC in an amount not to exceed \$139,000.00 during the 2015-2016 NBA Season to efficiently promote SWMD's recycling program activities and increase community outreach.

This contract is exempt from competitive bidding and a Contracts Disclosure Form is not required.

