



City of San Antonio

Agenda Memorandum

File Number:
{{item.tracking_number}}

Agenda Item Number: 4

Agenda Date: May 13, 2025

In Control: Audit Committee

DEPARTMENT: Communications and Engagement

DEPARTMENT HEAD: Alanna Reed

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Pre-Solicitation High Profile Briefing for Citywide On-Call Marketing & Communications Services

SUMMARY:

The Communications & Engagement Department (C&E) will present a pre-solicitation briefing for the selection of multiple agencies to provide on-call services for creative and effective advertising, engagement, graphic design, marketing, public relations and video production. This briefing will allow an opportunity for input from committee members.

BACKGROUND INFORMATION:

The City seeks to streamline the procurement process by pre-selecting qualified marketing firms that departments can utilize for various marketing and advertising campaigns, pending departmental budget approval by the City Council. By consolidating the procurement of marketing services, we strive to reduce duplication, streamline processes, reduce inefficiencies, and improve

turnaround times, while ensuring brand consistency.

The pre-solicitation briefing will cover the estimated contract value (which is based on historical expenditures by City departments), projected timeline, high profile designation, scope of work, terms of the contract, proposed scoring criteria, evaluation committee members, project considerations, local preference program applicability, veteran-owned small business preference program applicability and SBEDA Program requirements.

The City seeks to establish multiple contracts with qualified firms to provide on-call services for marketing and communications. These services will support various initiatives across City departments. The selected firm(s) will be expected to deliver high-quality, creative, and effective advertising, engagement, graphic design, marketing, public relations and video production services, ensuring all materials are translated into both English and Spanish, as necessary, and reflective of the City's brand.

ISSUE:

For briefing purposes only.

FISCAL IMPACT:

For briefing purposes only.

ALTERNATIVES:

For briefing purposes only.

RECOMMENDATION:

For briefing purposes only.