

**THIS IS A DRAFT AND WILL BE REPLACED BY THE FINAL,  
SIGNED ORDINANCE ADOPTED BY THE CITY COUNCIL.**

**ORDINANCE**

**APPROVING A CONTRACT WITH SOCIAL NEWS DESK, INC., TO PROVIDE A SOCIAL MEDIA MANAGEMENT TOOL FOR THE COMMUNICATION & ENGAGEMENT DEPARTMENT, BEGINNING UPON AWARD FOR A ONE YEAR PERIOD, WITH FOUR ADDITIONAL, ONE-YEAR RENEWALS, FOR AN ESTIMATED COST OF \$35,760.00 FOR THE FIRST YEAR OF SERVICES AND AN ESTIMATED TOTAL COST OF \$189,855.00 OVER THE CONTRACT TERM INCLUDING RENEWAL OPTIONS. FUNDING IS FROM THE GENERAL FUND FY 2025 ADOPTED BUDGET. FUNDING FOR SUBSEQUENT YEARS IS CONTINGENT UPON CITY COUNCIL APPROVAL OF THE ANNUAL BUDGET.**

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**WHEREAS**, the City released a Request for Competitive Sealed Proposals (RFCSP) to provide the City's Communication & Engagement Department (C&E) a Social Media Management (SMM) solution to allow the ability to manage, schedule and analyze social media content and interactions on a single platform; and

**WHEREAS**, four proposals were received, of which two proposals were deemed non-responsive due to exceptions to City terms and conditions and failure to provide required proposal documents, and the remaining two proposals were evaluated; and

**WHEREAS**, staff recommends Social News Desk, Inc., for award of a contract based on the City's standard RFCSP evaluation process; and

**WHEREAS**, approval of this ordinance will authorize a contract, beginning upon award and continuing in full force and effect for a one-year period, with the option for the City to renew for four additional one-year periods, for an estimated cost of \$35,760.00 for the first year and an estimated total cost of \$189,855.00, over the entire contract term including renewals; and

**WHEREAS**, all expenditures will be in accordance with the applicable fiscal year's budget approved by City Council; **NOW THEREFORE:**

**BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SAN ANTONIO:**

**SECTION 1.** The proposal submitted by Social News Desk, Inc., to provide the City's Communication & Engagement Department a Social Media Management solution, beginning upon award and continuing in full force and effect for a one-year period, with the option for the City to renew for four additional one-year periods, for an estimated cost of \$35,760.00 for the first year and an estimated total cost of \$189,855.00, over the entire contract term including

renewals, is hereby accepted, subject to and contingent upon the deposit of all required bonds, performance deposits, insurance certificates and endorsements. A copy of the score summary, contract and RFCSP is attached hereto and incorporated herein for all purposes as **Exhibit I**.

**SECTION 2.** Funding for this ordinance in the amount of \$35,760.00 is available in Fund 11001000, Cost Center 1202010001 and General Ledger 5203080 as part of the Fiscal Year 2025 Adopted Budget approved by City Council.

**SECTION 3.** Additional funding is contingent upon City Council approval of the Fiscal Year 2026 and subsequent budgets that fall within the term of the contract.

**SECTION 4.** Payment in the amount up to \$189,855.00 is authorized to Social News Desk, Inc., and should be encumbered with a purchase order.

**SECTION 5.** The financial allocations in this ordinance are subject to approval by the Deputy Chief Financial Officer, City of San Antonio. The Deputy Chief Financial Officer may, subject to concurrence by the City Manager or designee, correct allocations to specific SAP Fund Numbers, SAP Project Definitions, SAP WBS Elements, SAP Internal Orders, SAP Fund Centers, SAP Cost Centers, SAP Functional Areas, SAP Funds Reservation Document Numbers, and SAP GL Accounts as necessary to carry out the purpose of this ordinance.

**SECTION 6.** This ordinance is effective immediately upon passage by eight or more affirmative votes; otherwise, it is effective on the tenth day after passage.

**PASSED and APPROVED this \_\_\_ day of \_\_\_\_\_, 2025.**

**M A Y O R**  
Ron Nirenberg

**ATTEST:**

**APPROVED AS TO FORM:**

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Debbie Racca-Sittre, City Clerk

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Andrew Segovia, City Attorney