

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

**ORDINANCE**

**AUTHORIZING THE EXECUTION OF A CONTRACT WITH KGBTEXAS  
MARKETING/PUBLIC RELATIONS, INC. DBA KGBTEXAS  
COMMUNICATIONS, TO DEVELOP A PUBLIC INFORMATION  
CAMPAIGN IN THE AMOUNT OF \$120,000, WITH UP TO TWO  
OPTIONAL ONE-YEAR EXTENSIONS FOR A TOTAL AMOUNT OF  
UP TO \$360,000 OVER A CONTRACT TERM OF UP TO THREE  
YEARS. FUNDING FOR THIS CONTRACT IS AVAILABLE FROM  
THE GENERAL FUND. FUNDING FOR SUBSEQUENT YEARS IS  
CONTINGENT UPON CITY COUNCIL APPROVAL OF THE ANNUAL  
BUDGET.**

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**WHEREAS**, the City issued a Request for Proposals (RFP) for “Public Information Campaign” on March 1, 2024, with a submission deadline of April 5, 2024; and

**WHEREAS**, the goal of the contract is to create citywide narrative change around housing access, choice, affordability, quality and economic impacts of housing access and transportation; and

**WHEREAS**, the RFP was advertised in the HartBeat, TVSA Channel, the City’s Bidding & Contracting Opportunities website, the San Antonio e-Procurement System and an email notification was released to a list of potential Respondents; and

**WHEREAS**, three proposals were received, and all three proposals were deemed responsive for evaluation; and

**WHEREAS**, upon presentation of aggregate scores, based on the interviews and stated criteria, a recommendation was agreed upon to award KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications the contract; and

**WHEREAS**, City staff recommends that the City enter into a contract with KGBTexas Communications to develop a public information campaign for the City, with an initial term of one (1) year commencing on \_\_\_\_\_ through May 15, 2025, with an option to renew for up to two (2) additional, one (1)-year terms, with an additional contract amount of up to \$120,000.00 per renewal. **NOW THEREFORE:**

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

**SECTION 1.** The City Manager, or his designee, is authorized to execute a contract with KGBTexas Marketing/Public Relations, Inc. dba KGBTexas Communications, to develop a public information campaign, with an initial contract term of one (1) year in the amount of \$120,000,

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8/8/2024  
Item No. 24-200761

commencing on \_\_\_\_\_ through May 15, 2025, with up to two (2) optional one (1)-year renewals for contract amount payments of up to \$120,000 per year, for a total amount of up to \$360,000 over a contract term of up to three years. Funding for this contract is available from the General Fund. Funding for subsequent years is contingent upon City Council approval of the annual budget. A copy of said Contract is attached hereto as **Attachment A**. Staff is authorized to execute renewals of the contract as directed herein without further action of City Council, contingent upon future budget allocations.

**SECTION 2.** Payment is authorized to KGBTexas Communications and should be encumbered with a purchase order.

**SECTION 3.** 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 the City Manager’s designee, correct allocations to specific Cost Centers, WBS Elements, Internal Orders, General Ledger Accounts, and Fund Numbers as necessary to carry out the purpose of this Ordinance.

**SECTION 4.** This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

**PASSED AND APPROVED this \_\_\_\_\_ day of August, 2024.**

**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