



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 21

Agenda Date: February 20, 2025

In Control: City Council A Session

DEPARTMENT: Neighborhood and Housing Services

DEPARTMENT HEAD: Veronica Garcia, Director

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Property Tax Help Professional Services- Event Management

SUMMARY:

An ordinance authorizing a professional services agreement with Sara Walker Private Events, LLC for services related to event management services associated with the Property Tax Help Campaign for an estimated cost not to exceed \$50,000.00 annually and a total cost not exceeding \$100,000.00 for a period upon City Council approval through September 30, 2025, with the option of one additional, one-year renewal. Funding for first year is available from FY 2025 General Fund Adopted Budget. Funding for a subsequent year is contingent upon City Council approval of the annual budget.

BACKGROUND INFORMATION:

Submitted for City Council consideration and action is a proposal submitted by Sara Walker Private Events, LLC to provide services related to event management services associated with the Property Tax Help Campaign.

Council allocated \$250,000 annually for a Property Tax Help Campaign (PTHC) beginning in FY

2023. The PTHC aligns with two key strategies in the Strategic Housing Implementation Plan (SHIP), a 10-year, cross-organizational plan for housing affordability in our community. First, it is a public information campaign designed to empower homeowners. Second, the campaign helps homeowners decrease their tax burden by assisting them with filing appropriate property tax exemptions and appealing their property tax assessments.

Each session includes a short presentation followed by individual assistance for homeowners who have questions or need help completing property tax forms. Copying, printing, notary services and filing are available for free at each in-person session. Over the last two years the campaign has reached over 2,595 homeowners citywide. Each year, at least one session is hosted in every council district.

The City issued a Request for Proposals (RFP) for “Event Management – Property Tax Help Professional Services” (RFP 24-168, 6100018446) on November 6, 2024, with a submission deadline of December 10, 2024. 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. Four proposals were received. One proposal was deemed non-responsive for failure to submit the required documentation. One proposal the respondent withdrew before evaluation. The remaining two proposals were deemed responsive for evaluation.

The evaluation committee comprised the Neighborhood and Housing Department representatives and the Bexar County Appraisal District. The Finance Department and Procurement Division assisted by ensuring compliance with City procurement policies and procedures. The evaluation of each proposal was based on a total of 100 points: 20 points were allotted for experience, background and qualifications; 40 points were allotted for the proposed plan; 15 points were allotted for respondent’s price schedule; 5 preference points were allotted for the Small Business Enterprise (SBE) Prime Contract Program; 5 preference points were allotted for the Minority Women Business Enterprise (M/WBE) Prime Contract Program; 10 points were allotted for the Local Preference Program and 5 points were allotted for the Veteran-Owned Small Business Preference Program. Additional categories of consideration included references and financial qualifications.

The evaluation committee met to discuss and score the two proposals on January 13, 2025. The top ranked firm was Sara Walker Private Events, LLC and is recommended for the award.

The agreement’s initial term will be from the time it is awarded by the City Council through September 30, 2025, with one additional, one-year renewal at the City’s option which will also be authorized by this ordinance.

ISSUE:

This contract with Sara Walker Private Events, LLC will provide The Neighborhood & Housing Services Department (NHSD) with event management services for the 2025 Property Tax Help Campaign sessions from April 2025 through May 2025. The campaign will include 12 in-person sessions this year and three virtual sessions. At least one session will be held in each council

district.

Sara Walker Private Events, LLC will ensure each session runs smoothly by conducting site visits, designing event layouts and providing day-of coordination. In addition, Sara Walker Private Events, LLC will prepare and store campaign materials and help input survey data. Upon funding approval for FY 2026, Sara Walker Private Events, LLC will take the lead on identifying and securing venues.

The proposed professional services agreement includes an initial contract not exceeding \$50,000 and the option for a one-year extension for up to \$50,000, contingent on funding availability and at the department's discretion.

The Local Preference Program applied to this contract; the recommended firm is a local business.

The Veteran-Owned Small Business Preference Program applied to this contract; however, the recommended firm is not a Veteran-Owned Small Business.

ALTERNATIVES:

Should this contract not be approved, however, this would delay implementation of the FY 2025 campaign.

FISCAL IMPACT:

An ordinance authorizing a professional services agreement with Sara Walker Private Events, LLC for services related to the Property Tax Help Campaign Direct Services for an estimated cost not to exceed \$50,000.00 annually for a total cost not to exceed \$100,000.00 for the period upon City Council approval through September 30, 2025, with the option of one additional, one year renewal. Funding for first the first year in the amount of \$50,000.00 is available from the FY 2025 General Fund Adopted Budget. Funding for a subsequent year is contingent upon City Council's approval of the annual budget.

RECOMMENDATION:

Staff recommends approval.