



# City of San Antonio

## Agenda Memorandum

### File Number:

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**Agenda Item Number:** 19

**Agenda Date:** October 3, 2024

**In Control:** City Council A Session

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**DEPARTMENT:** Economic Development Department

**DEPARTMENT HEAD:** Brenda Hicks-Sorensen

**COUNCIL DISTRICTS IMPACTED:** Citywide

**SUBJECT:**

Professional Services Agreement for small business construction support marketing plan.

**SUMMARY:**

This Ordinance authorizes a Professional Service Agreement with The Social Being, LLC, to provide a small business construction support marketing plan and services for an annual cost of \$190,000.00 for the period upon award by City Council through September 30, 2025, with the option for two one-year renewals. Funding for the first year in the amount of \$190,000.00 is available from the General Fund FY 2025 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

**BACKGROUND INFORMATION:**

Submitted for City Council consideration and action is a proposal received by The Social Being LLC to provide small businesses with marketing services to assist during periods of construction.

The City of San Antonio's (City) Construction Mitigation pilot was launched in 2023 to provide a combination of direct and indirect assistance measures for small businesses impacted by City-initiated construction projects lasting longer than 12 months. Following stakeholder meetings and research on best practices, it was identified that the lack of a communication strategy, both focused

on the impacted businesses, as well as to customers, was a significant barrier. EDD staff, along with Public Works and Communications & Engagement, have built a communications plan to support the business owners, but a strategy targeting customers, or future customers, was needed.

The City issued a Request for Proposals (RFP) for “Construction Support – Marketing Plan” on March 27, 2024, with a submission deadline of April 29, 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. Three responses were received, and all three proposals were deemed responsive for evaluation.

The evaluation committee consisted of representatives from the Economic Development Department, the Public Works Department and the Communications & Engagement Department. The Finance Department, Procurement Division assisted by ensuring compliance with City procurement policies and procedures. The evaluation of each proposal response was based on a total of 100 points: 30 points allotted for experience, background and qualifications; 30 points allotted for proposed plan; 15 points allotted for price; 5 points allotted for the Small Business Enterprise (SBE) Prime Contract Program; 5 points allotted for the Minority/Women Business Enterprise (M/WBE) Prime Contract Program; 10 points allotted for the Local Preference Program (LPP) and 5 points allotted for the Veteran-Owned Small Business (VOSB) Preference Program. Additional categories of consideration included references and financial qualifications.

The evaluation committee met for an initial evaluation to discuss and score the three responsive proposals on May 29, 2024, and after initial scoring, the committee’s recommendation was to conduct interviews with the top two highest-ranked firms. The evaluation committee reconvened for interviews and discussion on June 17, 2024. After interviews, the evaluation committee discussed and scores the shortlisted firms based on the original criteria. Individual scores were submitted, and aggregate scores were presented. After a recommendation for award was agreed upon by the evaluation committee, the price scores were revealed. The Social Being LLC, the highest-ranking firm, was recommended for award by the evaluation committee.

The initial term of the agreement will be for the period upon award by City Council through September 30, 2025, with two additional, one-year renewals at the City’s option which will also be authorized by this ordinance.

#### **ISSUE:**

This contract will work to further support marketing efforts already being executed by the Economic Development Communications team, such as the Buy Local Savings Pass, social media blasts, and corridor activations. The consultant will provide a marketing plan and subsequent implementation, specifically targeted at increasing community awareness of businesses impacted by construction with the goal to increase visibility and foot traffic to these establishments. The agreement will also align these construction-specific efforts with the larger Buy Local marketing efforts. These efforts will leverage digital advertising through with targeted geographic advertising. There will also be a focused effort on enhancing and supplementing the campaign awareness efforts of the Buy Local campaign.

The Social Being was founded in 2011, by Veronica Morales. The Social Being is a certified, small, emerging, woman-owned, and minority owned full-service marketing firm. Their expertise includes:

- Capturing targeted audiences via engaging user experience designed websites and proper search engine optimization implementation
- Strong social media marketing strategies, photography, and video production
- Digital advertising such as mobile device identification and search engine marketing (i.e. Google Ads)
- Emphasis on high-quality, conversions aimed to increase engagement.

The Small Business Economic Development Advocacy (SBEDA) Program was applied to this project; however, no points were awarded to the Social Being, as specific program requirements were not met.

The Local Preference Program was applied in the evaluation of responses received for this contract; however, the top ranked firm is not a local business.

The Veteran-Owned Small Business Preference Program was applied in the evaluation of responses received for this contract; however, the top ranked firm is not a veteran-owned small business.

#### **ALTERNATIVES:**

Should this agreement not be approved, the Economic Development Department would not have the resources or capacity to augment existing efforts or implement new and innovative methods of targeting specific locations and/or populations. This could hamper efforts to increase public awareness, potentially resulting in negative financial impacts for local small business and entrepreneurs.

#### **FISCAL IMPACT:**

This Ordinance authorizes a Professional Service Agreement with The Social Being, LLC, to provide small business construction support marketing services for an annual cost of \$190,000.00 and a total value of \$570,000.00 for the period upon award by City Council through September 30, 2025, with the option for two one-year renewals. Funding for the first year in the amount of \$190,000.00 is available from the General Fund FY 2025 Adopted Budget. Funding for subsequent years is contingent upon City Council approval of the annual budget.

#### **RECOMMENDATION:**

Staff recommends approval of a one-year agreement with The Social Being, LLC. for small business construction support marketing plan for an annual cost of \$190,000.00. The contracts were procured by means of a Request for Proposal and the Contracts Disclosure Form is attached.

