



City of San Antonio

Contract Cover Sheet

Tracking Number: 25-207828

MEETING DATE: June 12, 2025

DEPARTMENT: Convention and Sports Facilities

DEPARTMENT HEAD: Patricia Muzquiz Cantor

CONTRACT TYPE: Other Services

PROCUREMENT METHOD: Request for Proposals (RFP)

CONTRACT DESCRIPTION:

Marketing & Consulting Services for the Convention and Sports Facilities Department

CONTRACT INFORMATION:

This contract is for marketing and consulting services for the Convention and Sports Facilities Department to include research and assessment of the Alamodome and the Lila Cockrell Theatre for potential concert and event leads. The Alamodome hosts a variety of events such as concerts, sports, ice shows, conventions, community, and civic events. The Lila Cockrell Theatre is a traditional performing arts center that hosts events such as ballet, drama, and musical performances. This contract will provide the City industry intelligence and advocacy, making it a premier venue destination. [Alejandra Lopez, Assistant City Manager; Patricia Muzquiz Cantor, Director, Convention and Sports Facilities Department]

City Programs: SBEDA Program – SBE Prime Contract: 5 points; M/WBE Prime Contract: 5 points. Local Preference Program & Veteran-Owned Small Business Preference Program – applied; however, awarded firm is not a local business nor a veteran-owned small business.

Awarded Vendor(s): Venue Coalition, Inc.

Term of Contract: Upon award for three years, with two, one-year renewal options

Total Contract Value: \$575,000

Annual Contract Value: \$115,000 (\$65,000 Average Base Rate plus \$1 per ticket sold capped at \$50,000 annually)

Funding Source: Hotel Occupancy Tax (HOT)/Alamodome Fund