

## ORDINANCE

### **APPROVING AN AMENDMENT IN AN AMOUNT NOT TO EXCEED \$1,970,321.00 TO A PROFESSIONAL SERVICES AGREEMENT WITH PAVLOV ADVERTISING, LLC FOR ON-CALL ADVERTISING AND MARKETING SERVICES FOR THE SAN ANTONIO AIRPORT SYSTEM.**

\* \* \* \* \*

**WHEREAS**, as part of the Air Service Incentive Program, last approved by City Council in December 2019, new or current airlines receive marketing support for initiating new or expanded service at San Antonio International Airport; and

**WHEREAS**, in November 2017 City Council awarded a professional services agreement with PAVLOV for on-call advertising and marketing services to support the Air Service Incentives Program, Airport Concession Marketing campaign, and other marketing campaigns the Aviation Department may require to market the airport system; and

**WHEREAS**, this amendment will increase the contract capacity to provide for continued services through November 2022 to support on-call marketing and advertising efforts and will authorize PAVLOV to provide event management services to support Routes Americas 2022, one of the largest air services conferences in the United States; and

**WHEREAS**, this Ordinance authorizes the execution of an amendment to the on-call advertising and marketing services agreement with PAVLOV in the amount not to exceed \$1,970,321.00;  
**NOW THEREFORE:**

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

**SECTION 1.** The City Manager or designee is authorized to execute an amendment in the not to exceed amount of \$1,970,321.00 to the professional services agreement with PAVLOV Advertising, LLC for on-call advertising and marketing services for the San Antonio Airport System, a copy of which is set out in **Exhibit 1**.

**SECTION 2.** Funds are available in Fund 51001000 and will be encumbered upon issuance of a purchase order, and payment is authorized to PAVLOV Advertising, LLC for a contract value of \$1,970,321.00. All expenditures will be in accordance with the Fiscal Year 2022 budget and subsequent budgets that fall within the duration of this contract approved by City Council.

**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.

KRH  
10/21/2021  
Item No.

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

**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 21<sup>st</sup> day of October 2021.***

**M A Y O R**  
Ron Nirenberg

**ATTEST:**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Debbie Racca-Sittre, Acting City Clerk

\_\_\_\_\_  
Andrew Segovia, City Attorney

KRH  
10/21/2021  
Item No.

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## **EXHIBIT 1**

**AMENDMENT 1  
TO THE  
PROFESSIONAL SERVICES AGREEMENT  
FOR  
ON-CALL ADVERTISING AND MARKETING SERVICES  
FOR THE  
SAN ANTONIO AIRPORT SYSTEM**

This Amendment 1 ("Amendment") to the Professional Services Agreement for On-call Advertising and Marketing Services is made and entered into by and between the **CITY OF SAN ANTONIO** ("City"), a Texas home-rule municipality, acting by and through its City Manager, pursuant to Ordinance No. \_\_\_\_\_, passed and approved by the San Antonio City Council and **PAVLOV ADVERTISING, LLC** ("Consultant"), acting by and through its authorized officers.

WHEREAS, in November 2017 through Ordinance No. 2017-11-02-0851, the City approved the Professional Services Agreement for On-call Advertising and Marketing Services for the San Antonio Airport System ("Agreement") between Concessionaire and City; and

WHEREAS, this amendment adds \$1,970,321.00. in capacity to the Agreement to provide for additional advertising and marketing services and allows Consultant to provide support services for Routes America 2022; and

NOW THEREFORE, in consideration of the terms, covenants, agreements and demises herein contained each to the other given, the sufficiency and receipt of which are hereby acknowledged, the Agreement is amended as follows:

1. **Article 3.1. Compensation.** The total compensation for all work to be performed by Consultant, to include all travel and other expenses, is hereby increased by one million nine hundred seventy thousand three hundred twenty-one and 00/100 U.S. dollars (\$1,970,321.00) for a revised total not to exceed compensation amount of five million nine hundred seventy thousand three hundred twenty-one and 00/100 U.S. dollars (\$5,970,321.00).
2. **Exhibit 1. Scope of Services.** The following program is hereby added to and incorporated into Exhibit 1:

Routes America 2022

- a. Consultant shall provide event management services in support of Routes America 2022.
- b. Consultant shall source key elements such as transportation and goods and services related to event planning and execution for networking events (opening reception, VIP days and gala evening), pre-event hospitality tours, welcome stations, and procurement
- c. Consultant shall provide other event-related duties as needed.

*Signature to follow*

Except as amended hereby, all other provisions of the Agreement are hereby retained in their entirety and remain unchanged.

**EXECUTED** and **AGREED** to as of the Effective Date.

**PAVLOV ADVERTISING, LLC**

**CITY OF SAN ANTONIO,**

By: Allen Wallach

By: \_\_\_\_\_

Erik J. Walsh  
City Manager

Allen Wallach  
Printed Name

CEO  
Position

10-12-21  
Date

\_\_\_\_\_  
Date

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney