

## ORDINANCE

**APPROVING A PROFESSIONAL SERVICES AGREEMENT FOR ON-CALL ADVERTISING AND MARKETING SERVICES FOR THE TERMINAL DEVELOPMENT PROGRAM, THE AIRPORT CONCESSIONS PROGRAM, AIR SERVICE INCENTIVE PROGRAM AND OTHER MARKETING EFFORTS AT THE SAN ANTONIO AIRPORT SYSTEM WITH KGBTEXAS MARKETING/PUBLIC RELATIONS, INC. D/B/A KGBTEXAS COMMUNICATIONS IN THE AMOUNT NOT-TO-EXCEED \$10 MILLION FOR AN INITIAL TERM OF THREE YEARS WITH TWO, ONE-YEAR RENEWAL OPTIONS.**

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**WHEREAS**, the Aviation Department requires the services of a consultant to provide on-call Advertising and Marketing Services for the Terminal Development Program, the Airport Concessions Program, Air Service Incentive Program and other marketing efforts at the San Antonio Airport System; and

**WHEREAS**, on July 1, 2022, the City issued a Request for Proposals (RFP) for these services; and

**WHEREAS**, five proposals were received on August 19, 2022, and an evaluation committee comprised of representatives from the City's Manager Office, San Antonio Airport System, Communications and Engagement, greater:SATX and Texas Partners Bank reviewed the proposals based on the published criteria of Experience, Background and Qualifications; Proposed Plan; Price; and, Disadvantaged Business Enterprise (DBE), and recommended KGBTexas Marketing/Public Relations, the highest ranked firm, for award; and

**WHEREAS**, it is now necessary to authorize the execution of a Professional Services Agreement with KGBTexas Marketing/Public Relations for a three-year term with the option to extend for two one-year terms, in an amount not to exceed \$10,000,000.00 for this work; **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 a Professional Services Agreement for On-call Advertising and Marketing Services, set out in **EXHIBIT 1**, with KGBTexas Marketing/Public Relations, for an initial term of three years with the option to extend for two one-year terms, in an amount not to exceed \$10,000,000.00.

**SECTION 2.** Funding in the amount of \$2,000,000.00 for this ordinance is available in Fund 51001000, Cost Center 3305010004 and General Ledger 5201040 as part of the Fiscal Year 2023 Adopted Budget approved by City Council.

**SECTION 3.** Additional funding is contingent upon City Council approval of the Fiscal Year 2024 and subsequent budgets that fall within the contract terms of this ordinance.

**SECTION 4.** Payment is authorized to KGBTexas Marketing/Public Relations, Inc. d/b/a KGBTexas Communications (KGBTexas) and should be encumbered with a purchase order.

**SECTION 5.** 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 6.** This Ordinance is effective immediately upon the receipt of eight affirmative votes; otherwise, it is effective ten days after passage.

***PASSED and APPROVED*** this 9<sup>th</sup> day of March 2023.

**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

MAT  
03/09/2023  
Item No.

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

**EXHIBIT 1**  
**PROFESSIONAL SERVICES AGREEMENT FOR ON-CALL ADVERTISING AND  
MARKETING SERVICES**

DRAFT