



City of San Antonio

Agenda Memorandum

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Agenda Item Number: 7

Agenda Date: Invalid date

In Control: San Antonio Early Childhood Education Municipal Development Corporation Meeting

DEPARTMENT: Pre-K 4 SA

DEPARTMENT HEAD: Dr. Sarah Baray

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Contract for Community Engagement, Marketing and Public Relations Services

SUMMARY:

This item includes a briefing and Board action to approve a contract with The DeBerry Group, LLC D/B/A Talk Strategy for professional management services related to community engagement, marketing outreach and public relations for Pre-K 4 SA in an amount not to exceed \$5,200,000.00 for a term from June 1, 2022 through May 31, 2026 with four (4) additional one-year renewal periods.

BACKGROUND INFORMATION:

The previous Contract for Marketing Outreach and Public Relations services was with Creative Noggin. This contract will expire on June 30, 2022 and is not eligible for renewal.

The newly selected Contractor will work with Pre-K 4 SA to: (1) drive community-wide awareness of program services and benefits, (2) promote application/enrollment during peak periods, and (3) work to generate and disseminate beneficial content to Pre-K 4 SA's three primary constituents including: students/families, educators, and the San Antonio community at large.

ISSUE:

Pre-K 4 SA seeks to increase awareness of the program, its services to students and educators, and its positive impact on the City of San Antonio. Pre-K 4 SA worked in coordination with the City's Purchasing Division of Finance to develop a Request for Proposals (RFP) to meet the marketing needs of the program. The RFP was released on September 10, 2021 and submissions were due by no later than November 17, 2021. Pre-K 4 SA received a total of five responses to the request. Alex Lopez, Sarah Baray, Paul Chapman, Eryanne Taft, Mary Worth from the Baptist Health System, Michael Mitchell from Bexar County United Way and representatives from the City of San Antonio Small Business and Economic Development Agency (SBEDA), and the Purchasing Division of Finance reviewed the responses received and recommend that Pre-K 4 SA enter into a contract with The DeBerry Group, LLC D/B/A Talk Strategy for the requested services in support of the department's effort to promote the program. The contract value will not exceed \$5,200,000.00 for a term to last from June 1, 2022 through May 31, 2026 with four (4) additional one-year renewal periods.

FISCAL IMPACT:

Funds are budgeted and available in the FY 2023 Pre-K 4 SA Operating Fund as approved by the Pre-K 4 SA Board of Directors. Future contract year funds are contingent upon approval of the annual operating budget by the Board of Directors.

ALTERNATIVES:

Should the Board not approve this item, Pre-K 4 SA would need to work through the informal contracts process while developing a new Request for Proposals (RFP) which could cause a disruption in services or result in inconsistent messaging.

RECOMMENDATION:

Staff recommends board approval of the contract with The DeBerry Group, LLC D/B/A Talk Strategy for professional management services related to community engagement, marketing outreach and public relations for Pre-K 4 SA in an amount not to exceed \$5,200,000.00 for a term from June 1, 2022 through May 31, 2026 with four (4) additional one-year renewal periods.