



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: 30

Agenda Date: April 6, 2023

In Control: City Council A Session

DEPARTMENT: Convention and Sports Facilities

DEPARTMENT HEAD: Patricia Muzquiz Cantor

COUNCIL DISTRICTS IMPACTED: District 2

SUBJECT:

Contract for Automated Suite Sales for the Alamodome.

SUMMARY:

This ordinance authorizes a contract with FriendlySky, LLC to provide a collaborative platform for proactive and effective rental sales of suites in the Alamodome for the Convention & Sports Facilities Department. The actual cost of the contract will be based on fees from suite rentals, with an estimated annual cost of \$15,137.00. The estimated total cost over the initial three-year term and two, one-year extension periods is \$75,683.00. Funding for this contract is available from the Community and Visitors Facility Fund. It is estimated that this contract will generate approximately \$252,283.00 in annual revenues. Revenues generated by this agreement will be deposited into the Community and Visitor Facility Fund.

BACKGROUND INFORMATION:

For many years, CSF has relied on Alamodome personnel and its tenant organizations to advertise and sell suites during major sporting events, concerts and family shows. With the closures and mass cancellation due to COVID-19, competition for events has become more important and the sales process needs to be more user friendly and streamlined.

The City issued a Request for Proposal (RFP) for “Automated Suite Sales for the Alamodome” (RFP 22-092, 6100015655) on July 22, 2022, with a submission deadline of August 29, 2022. The RFP was advertised in the San Antonio 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. One proposal was received.

The evaluation committee met on September 13, 2022, and consisted of representatives from the Convention & Sports Facilities Department, Information Technology Services Department, and Finance Department. The Finance Department, Purchasing Division, ensured compliance with City procurement policies and procedures. The proposal was evaluated based on the firm’s experience, background, qualifications, proposed plan, and price schedule. Additional categories of consideration included references and financial qualifications. After committee review and evaluation, FriendlySky, LLC. was recommended for award by the evaluation committee based on consensus scoring.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program. FriendlySky, LLC. did not receive evaluation preference points.

The Local Preference Program was applied in the evaluation of the one response received for the contract; however, the firm is not a local business.

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

This contract shall begin upon the effective date of the ordinance awarding the contract. This contract shall terminate three years after implementation/installation and City’s final acceptance of the system. Two additional one-year renewals at the City’s option shall also be authorized by this ordinance.

ISSUE:

This ordinance authorizes a contract with FriendlySky, LLC. to provide a collaborative platform for proactive and effective rental sales of suites in the Alamodome. Services shall include, but are not limited to, a single point of contact for all technical and operational issues, all-encompassing marketing solution software, configuration of specialized spaces and other amenities in the software, documentation (i.e. technical and training) related to software, support for ongoing configuration changes to software, post launch support for software, and support for all testing of the software performed by the City.

ALTERNATIVES:

Should this contract not be approved, the Alamodome will have to continue to utilize Alamodome staff to book and sell suites, taking a large amount of staff time to process and complete the transactions. This will make selling suites and developing dynamic suite packages less efficient.

FISCAL IMPACT:

The estimated annual cost for the recommended contract with FriendlySky, LLC. sales is \$15,137.00, for an estimated total cost of \$75,683.00 over the contract term. The term of the contract is three years with the option to extend for two additional one-year period. The total amount of the contract represents 3% of gross suite sales and credit card fees at 3% per transaction.

It is estimated that this contract will generate approximately \$252,283.00 in annual revenue, which will be deposited into the Community and Visitor Facility Fund. This contract will be funded from the additional revenues generated by the sale of suites through FriendlySky.

RECOMMENDATION:

Staff recommends approval of an ordinance authorizing a contract with FriendlySky, LLC. for rental sales of the suites in the Alamodome for the Convention & Sports Facilities Department.

This contract was procured by means of a Request for Proposal and a Contracts Disclosure Form is required.