

AGENDA



Thursday, October 28, 2010

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION****Item No. 36**

Subject: Authorize award and execution of a 12-month requirements service contract with AUSTIN CIRCLE OF THEATERS, Austin TX, to provide cultural tourism marketing and promotional support in an estimated amount not to exceed \$40,000, with four additional 12-month extension options in an estimated amount not to exceed \$40,000 per extension option, for a total estimated contract amount not to exceed \$200,000.

Amount and Source of Funding: Funding in the amount of \$40,000 is available in the Fiscal Year 2010-2011 Operating Budget of the Economic Growth and Redevelopment Services Office. Funding for the extension options is contingent upon available funding in future budgets.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Brenda Helgren, Sr. Buyer, 974-9141

Purchasing Language: Sole Source.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority Owned and Women Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

This contract is to continue maintenance and support services for a comprehensive internet site, NowPlayingAustin.com, that was designed and implemented for the City under a contract award to Austin Circle of Theaters (also known as Greater Austin Creative Alliance) in October of 2007.

The contract will also provide expansion and development of this website to promote arts, culture and entertainment in Austin, provide marketing and promotion support to City of Austin produced arts and cultural events, expand promotion of the City's "Art in Public Places" collection, promote events and activities presented by the recipients of the Cultural Arts Funding Programs, and broaden the outreach of cultural tourism related to arts and culture. The Contractor will be required to promote the City of Austin Cultural Arts Division as the primary partner of the venture and provide web links to City programs and City cultural contractors.

NowPlayingAustin.com is an online resource for Arts and Cultural information for the Austin/Travis County region. It includes Arts and Cultural Events and Activities, featuring information valuable to resident and tourist populations and promotes discount and full-price ticket sales across the region. NowPlayingAustin.com offers the largest database of Austin's Arts and Cultural events, as well as additional listings of classes and workshops, jobs, calls for artists and submissions, auditions, arts news and reviews, organizations, venues, music clubs, public art, and individual artists.