

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	25290	Agenda Number	59.
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Meeting Date:	June 27, 2013
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Department:	Purchasing
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Subject

Authorize negotiation and execution of a 36-month rewards program administration agreement with Thanks Again, LLC to provide an airport centered loyalty/rewards program with estimated monthly program fees of \$5,000 per month, for a total contract amount not to exceed \$180,000.

Amount and Source of Funding

Funding in the amount of \$10,000 is available in the Fiscal Year 2012-2013 Operating Budget of the Aviation Department. Funding for the remainder of the agreement is contingent upon available funding in future budgets.

Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Sole Source.
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Prior Council Action:	
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For More Information:	Sai Xoomsai Purcell, Senior Buyer 512-972-4016
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Boards and Commission Action:	June 11, 2013 - Approved by the Austin Airport Advisory Commission on a 5-0 vote.
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Related Items:	
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MBE / WBE:	This contract will be awarded in compliance with City Code Chapter 2-9D (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore no goals were established for this contract.
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Additional Backup Information

Thanks Again, LLC ("Thanks Again") will provide the City of Austin Aviation Department ("Aviation Department") with a platform and administrative system (database) for the Airport's rewards program for consumers who are traveling through Austin-Bergstrom International Airport ("Airport"). The Aviation Department has an interest in fostering patronage of the Airport's parking operation and its concession program in order to be self-sustainable. The Thanks Again rewards program will encourage patronage of the Airport's parking facilities, increase consumer engagement, add value to the passenger travel experience, and increase concession revenues.

The credit card based rewards program will assist the Airport, concessionaires, and parking operator build loyalty by enabling consumers to seamlessly earn credits with on-airport purchases. Additionally, the airport loyalty/rewards program extends throughout the Austin market to include local merchants and targets tourist attractions.

The Airport will have the exclusive right, for the first three years of the agreement, to be the only airport within a 100-mile radius participating in the Thanks Again rewards program. The Airport will join DFW International Airport as the only airport-wide Thanks Again rewards programs in Texas.

Thanks Again is the sole source/exclusive vendor for credit-card based rewards programs. Thanks Again provides the only airport centered loyalty/rewards program with an established network of over 160+ airports throughout the United States. Thanks Again is the only airport centered loyalty/rewards program that uses transaction based technology, enabling rewards transactions for members and merchants without the need for any new cards, costly equipment, or software. A single, secure member enrollment process allows members to seamlessly earn rewards when they shop, dine, and/or park at participating merchant locations throughout the Thanks Again Airport Network.