

A G E N D A



Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	26221	Agenda Number	18.
---------------------	----------	-------	---------------	-----

Meeting Date:	October 3, 2013
---------------	-----------------

Department:	Purchasing
-------------	------------

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 for the Austin Aviation Department in an amount not to exceed \$180,000.

Amount and Source of Funding

Funding in the amount of \$60,000 is available in the Fiscal Year 2013-2014 Operating Budget of the Aviation Department. Funding for the remainder 24 months of the original contract period 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
----------------------	-------------

Prior Council Action:	
-----------------------	--

For More Information:	Sai Xoomsai Purcell, Senior Buyer 972-4016
-----------------------	--

Boards and Commission Action:	June 11, 2013 - Approved by the Austin Airport Advisory Commission on a 5-0 vote.
-------------------------------	---

Related Items:	
----------------	--

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

Additional Backup Information

Thanks Again, LLC ("Thanks Again") will provide the City of Austin Aviation Department ("Aviation Department") with an Airport's rewards program for consumers who are traveling through Austin-Bergstrom International Airport ("Airport"). The Thanks Again rewards program will encourage patronage of the Airport,, increase consumer engagement, add value to the passenger travel experience, and increase concession revenues.

Passengers and customers enroll on the Thanks Again Program's website through a link on the Airport's website by enrolling their credit card. The Thanks Again rewards program will assist the Airport and concessionaires, in building loyalty by enabling consumers to seamlessly earn credits with on-airport purchases. When shopping, dining, or parking at the Airport, members may earn up to 5 miles or mile equivalent (hotel points) per dollar spent. Additionally, the airport loyalty/rewards program may extend throughout the Austin market to include local merchants and targets tourist attractions. This is a unique opportunity for local businesses to enhance their existing marketing efforts and increase revenue from reward-seeking consumers interested in earning additional rewards when they shop locally.

Thanks Again automatically transfers earned miles/points directly into the members rewards accounts which are subject to the terms and conditions of the specific Rewards Partners.

Thanks Again Reward Partners are Alaska Airlines Mileage Plan, American Airlines Advantage, Delta SkyMiles, Frontier Early Returns Mileage Program, United Airlines Mileage Plus, US Airways Dividend Miles, Southwest Airlines Rapid Rewards, Hilton Honors, Club Premier AeroMexico, Lanpass, Voila Hotel Rewards, Life Miles, Wyndham Rewards. 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 uses transaction based technology, enabling rewards transactions for members and participating merchants without the need for any new cards.

Thanks Again provides the only airport centered loyalty/rewards program with an established network of over 160+ airports throughout the United States.