

A G E N D A



Recommendation for Council Action

Austin City Council		Item ID	36243	Agenda Number	19.
Meeting Date:	10/23/2014		Department:	Austin Convention Center	
Subject					
Authorize negotiation and execution of a 36-month contract with PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION, INC. to provide advertising services to the Austin Convention Center in an amount not to exceed \$525,000, with one 12-month extension option in an amount not to exceed \$175,000, for a total estimated contract amount not to exceed \$700,000.					
Amount and Source of Funding					
Funding in the amount of \$175,000 is available in the Fiscal Year 2014-2015 Operating Budget of the Austin Convention Center Department.					
Fiscal Note					
There is no unanticipated fiscal impact. A fiscal note is not required.					
Purchasing Language:	Advertising Exemption				
Prior Council Action:					
For More Information:	Van Jobe, Guest Services and Purchasing Manager, 404-4047				
Boards and Commission Action:					
Related Items:					
MBE / WBE:	These expenses will be expended in compliance with City Code 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.				
Additional Backup Information					
<p>This contract is for advertising services from the Professional Convention Management Associations, Inc. (PCMA), a professional resource in the meetings, conventions, events and trade show industries, to promote the City of Austin and the Austin Convention Center as a destination site for national and international conventions and trade shows.</p> <p>On October 11, 2012, Council approved the award of a 24-month contract with PCMA for the same purpose. The original contract was awarded in an amount not to exceed \$345,000 with no extension options.</p> <p>The advertising and networking opportunities from PCMA’s services has facilitated the Austin Convention Center’s ability to cultivate relationships resulting in new business. Growth in attendance for conventions and conferences held at Austin Convention Center from Fiscal Year 2013 to Fiscal Year 2014 is 15.8% and overall hotel room nights increased by 12%. The trend should continue for 2015 with attendance projected to increase slightly in conjunction with a projected 9.1% increase in overall room nights from 2014 totals.</p> <p>Austin is one of eight cities in North America to have partnered with PCMA in an effort to advertise and promote</p>					

their city and convention center destination site. This contract will continue to enhance the City of Austin's visibility, demonstrates our commitment to the convention and meetings market, and assists in advertising the City of Austin and the Austin Convention Center as a destination site for hosting national and international conventions and trade shows.

As part of this new contract, the Austin Convention Center will continue to be provided advertising credits, acknowledgements, and components on all PCMA advertising mediums with features to include logos, videos, destination images, documents, live chat forums, and the opportunity to be included in a marketing piece in the PCMA virtual briefcase. The Austin Convention Center will have a presence wherever PCMA is being used because it will be connected into all of PCMA's advertising media, and will be used as a platform for promoting the Austin Convention Center as a destination site.

This contract is exempt from the competitive procurement requirements of state law because the service to be provided is advertising pursuant to Texas Local Government Code Section 252.022(a)(16).