

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: September 20, 2018

Item Number: 036

Purchasing Office

Authorize negotiation and execution of a multi-term contract with lookthinkmake, LLC to provide consulting services for a cultural tourism marketing strategy, for up to 18 months for a total contract amount not to exceed \$150,000. (Note: This procurement was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this procurement, there were no subcontracting opportunities; therefore, no subcontracting goals were established).

Lead Department	Purchasing Office.
Fiscal Note	Funding is available in the Fiscal Year 2018-2019 Special Revenue Fund Budget of the Economic Development Department.
Purchasing Language	The Purchasing Office issued a Request for Proposals (RFP) 5500 KDS3000 for these services. The solicitation issued on April 23, 2018 and it closed on May 24, 2018. Of the eight offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: Solicitation Documents .
For More Information	Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or AgendaOffice@austintexas.gov <mailto:AgendaOffice@austintexas.gov> NOTE: Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Person: Kim Larsen, at 512-974-2261 or kim.larsen@austintexas.gov <mailto:kim.larsen@austintexas.gov> .

Client Department(s)	Economic Development Department.
-----------------------------	----------------------------------

Additional Backup Information:

The contract will provide consulting services for a single, full-service advertising agency to develop a comprehensive marketing strategy aimed at increasing awareness and patronage of Austin's cultural attractions and amenities. As part of the strategy, the contractor will develop and execute an innovative advertising campaign, informed by the City's existing cultural tourism plan and input from key stakeholders in Austin's creative sector. The Contractor will create a distinct brand and graphic identity for Austin's collective cultural amenities, and a multi-pronged regional, national, and international advertising campaign, across media platforms, reflective of the spirit and unique character of Austin's diverse creative community. The campaign aims to position Austin as a premiere destination for cultural tourism for the drive, fly, and culturally-minded markets, and should highlight the City's numerous and diverse offerings in music, visual arts, theatre, media arts, dance, and other creative areas.

This is a new contract. In 2013, the Economic Development Department received a two-year National Endowment for the Arts grant to develop a cultural tourism plan. Led by Cultural Arts Division staff, the development process for the Cultural Tourism plan involved the input from more than 80 individual stakeholders and organizations, and culminated in 2015 with the delivery of a Cultural Tourism Plan <http://www.austintexas.gov/sites/default/files/files/CT_Plan_Final.pdf>. In 2016, the plan underwent a review process by multiple stakeholders, in concert with the City's Music and Creative Ecosystem Omnibus Resolution <<http://www.austintexas.gov/edims/document.cfm?id=274471>>, and the City staff's response to the Omnibus, The Music and Creative Ecosystem Stabilization Recommendations <https://www.austintexas.gov/sites/default/files/files/Music_and_Creative_Ecosystem_Stabilization_Recommendations_June_2016.pdf>. In late 2016, a timeline for implementing action items and recommendations in the Public City plan was developed, and select priorities are currently being implemented. Developing a comprehensive cultural tourism marketing strategy was identified as a chief priority.

An evaluation team with expertise in this area evaluated the offers and scored lookthinkmake, LLC as the best to provide these services based upon applicable experience, compliance to requirements, cost, local business presence, and the service-disabled veteran business enterprise.

Contract Detail:

Contract Term	Length of Term	Contract Authorization
Initial Term	12 months	\$150,000

Optional Extension 1	6 months	-
TOTAL	18 months	\$150,000

Note:Contract Authorization amounts are based on the City's estimated annual usage.