



Recommendation for Action

File #: 20-1085, **Agenda Item #:** 46.

2/6/2020

Posting Language

Authorize negotiation and execution of a multi-term contract with Woody Harrison D/B/A Friendly Universe Inc., LLC D/B/A Woody Harrison Films, to provide videography services, for up to five years for a total contract amount not to exceed \$675,000.

(Note: This solicitation 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 solicitation, there were insufficient subcontracting opportunities; therefore, no subcontracting goals were established).

Lead Department

Purchasing Office.

Client Department(s)

Austin Convention Center Department; Building Services Department; Communication and Public Information Office; Economic Development Department; Financial Services Department.

Fiscal Note

Funding in the amount of \$256,500 is available in the Fiscal Year 2019-2020 Operating Budget of various City departments. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Purchasing Office issued a Request for Proposals (RFP) 8200 PBEN3000 for these services. The solicitation issued on September 2, 2019, and it closed on September 26, 2019. Of the five 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](https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=131216)
<https://www.austintexas.gov/financeonline/account_services/solicitation/solicitation_details.cfm?sid=131216>.

For More Information:

Inquiries should be directed to the City Manager's Agenda Office, at 512-974-2991 or mail to 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: Brenita Selement, at 512-974-3164 or Brenita.Selement@austintexas.gov <<mailto:Brenita.Selement@austintexas.gov>>.

Additional Backup Information:

The contract will provide the City a qualified contractor to provide professional videography services in order to document a variety of events including meetings, consumer shows, banquets, and receptions for large-scale conventions. These promotional pieces will demonstrate the City's facilities, capacities, versatility and functionality when marketing to potential clients seeking to plan their events in Austin, thus promoting

economic opportunities and future business growth.

An evaluation team with expertise in this area evaluated the offers and scored Woody Harrison D/B/A Friendly Universe Inc., LLC D/B/A Woody Harrison Films as the best to provide these services based on prior experience, personnel and references, proposed solution and program, proposed fees, local preference, and service-disabled veteran business enterprise.

Contract Detail:

<u>Contract Term</u>	<u>Length of Term</u>	<u>Contract Authorization</u>
Initial Term	2 yrs.	\$256,500
Optional Extension 1	1 yr.	\$135,000
Optional Extension 2	1 yr.	\$139,500
Optional Extension 3	1 yr.	\$144,000
TOTAL	5 yrs.	\$675,000

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