



## Recommendation for Action

**File #:** 23-3669, **Agenda Item #:** 22.

1/18/2024

### **Posting Language**

Authorize execution of a contract for marketing support services with Eis Design, Inc., for up to six years for a total contract amount not to exceed \$1,200,000.

[Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9B (Minority-Owned and Women-Owned Business Enterprise Procurement Program). For services required for this solicitation, the recommended contractor identified subcontracting opportunities].

### **Lead Department**

Financial Services Department.

### **Client Department(s)**

Austin Convention Center Department.

### **Fiscal Note**

Funding is available in the Capital Budget of the Austin Convention Center Department.

### **Purchasing Language:**

The Financial Services Department issued a Request for Qualification Statements (RFQS) 8200 AVB4007 for these services. The solicitation was issued on August 7, 2023, and closed on September 21, 2023. Of the seven 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. This information can currently be found at [https://financeonline.austintexas.gov/afo/account\\_services/solicitation/solicitation\\_details.cfm?sid=139291](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=139291).

### **For More Information:**

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at: [FSDCentralProcurementRCAs@austintexas.gov](mailto:FSDCentralProcurementRCAs@austintexas.gov) or 512-974-2500. Respondents to the solicitation and their Agents should direct all questions to the Authorized Contact Person identified in the solicitation.

### **Additional Backup Information:**

This contract will provide a comprehensive communication and community engagement plan for the Austin Convention Center redevelopment and expansion project that will begin with demolition in the spring of 2025 and target completion by the end of 2028.

Expansion of the Austin Convention Center has been contemplated and studied for nearly a decade. In 2019, Council approved an increase in the municipal Hotel Occupancy Tax rate from 7% to 9% to fund the redevelopment and expansion of the Austin Convention Center.

This project will enable the Austin Convention Center Department (ACCD) to carry out its central mission of providing outstanding facilities and services and will allow it to continue to thrive in a competitive business

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environment. The full build-out of the project will deliver over 360,000 square feet of exhibit space, 180,000 square feet of meeting space, and 184,000 square feet of ballroom or flex hall space. This will nearly double the amount of rental space the Austin Convention Center has to offer to the market. The project will retain current customers with growing events and attract additional business that will benefit the department as well as enhance the economic vitality of the City. Funding for this project is provided through the Austin Convention Center's allocation of Hotel Occupancy Tax and the Austin Convention Center's revenues.

The main responsibility of the contractor will be to develop and execute a comprehensive communications plan to inform the public and key stakeholders about the project. Work will include, but not be limited to, creating and managing social media content; developing and maintaining a project-specific website; providing updates to the community, clients, stakeholders, and local businesses impacted by the project; creating project fact sheets and presentations to help facilitate briefings and updates being given by ACCD staff; community engagement and public outreach; and coordinating town hall events.

This contract is fundamental to the overall project to ensure all stakeholders internal and external to the City are kept up to date with the most current information and status of this project.

An evaluation team with expertise in this area evaluated the offers and scored Eis Design, Inc. as the best to provide these services based on experience with complex urban construction projects, communications and marketing support professional experience, community engagement and public outreach professional experience, experience marketing to a diverse community and demonstrate ability to communicate in various languages and methods, business organizations and history, local (Austin, TX) experience, and samples of communication plans utilities for like kind projects.

A delay approval of this contract could create a significant delay ACCD's ability to engage with the community regarding important information on the Convention Center's redevelopment.

**Contract Detail:**

<b><u>Contract Term</u></b>	<b><u>Length of Term</u></b>	<b><u>Contract Authorization</u></b>
Initial Term	5 yrs.	\$1,000,000
Optional Extension 1	1 yr.	\$ 200,000
<b>TOTAL</b>	<b>6 yrs.</b>	<b>\$1,200,000</b>

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