



CITY OF PLANO COUNCIL AGENDA ITEM

CITY SECRETARY'S USE ONLY					
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory					
Council Meeting Date:		9/28/2015			
Department:		Parks & Recreation			
Department Head		Amy Fortenberry			
Agenda Coordinator (include phone #): Teresa Shelstad ext:7539					
CAPTION					
RFP No. 2015-231-C for a five (5) year contract with one (1) five (5) year City optional renewal for a marketing program involving a hot air balloon and pilot for Visit Plano to William Lewis Broker in the amount of \$372,400, and authorizing the City Manager to execute all necessary documents.					
FINANCIAL SUMMARY					
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP					
FISCAL YEAR:	2015-16 thru 2024-25	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget		0	0	372,400	372,400
Encumbered/Expended Amount		0	0	0	0
This Item		0	0	-372,400	-372,400
BALANCE		0	0	0	0
FUND(S): CONVENTION AND TOURISM FUND					
<p>COMMENTS: This item approves price quotes for servicing agreements for the annual Plano Hot Air Balloon event. The estimated FY 2015-16 expenditure for the annual Plano Hot Air Balloon event to be purchased from this contract is \$44,440. Future expenditures will be made by Visit Plano within the annual approved budget appropriations, at an estimated annual expenditure of \$36,440 for fiscal years 2016-17 through 2024-25.</p> <p>STRATEGIC PLAN GOAL: Contracts for servicing agreements for the annual Plano Hot Air Balloon event relates to the strategic goal of Financially Strong City with Service Excellence.</p>					
SUMMARY OF ITEM					
See attached Recommendation Memo.					
List of Supporting Documents:			Other Departments, Boards, Commissions or Agencies		
Recommendation Memo					
RFP Recap					



Memorandum

Date: September 8, 2015
To: Teresa Shelstad, Buyer
From: Mark Thompson, Manager Visit Plano
Subject: RFP NO. 2015-231-C

On May 15, 2015, a Request for Proposals (RFP) was released notifying interested parties that the City of Plano was seeking to contract with a licensed hot air balloon pilot or organization to work with *Visit Plano* to develop a marketing program involving a hot air balloon. The selected respondent will develop a marketing plan and schedule of events in cooperation with the City, and will be responsible for carrying out marketing activities to include piloting the balloon and posting to social media. The contract term will be five years, with one five-year renewal. Parties submitting proposals for service were required to meet all elements listed in the requirement portion of the proposal solicitation.

The evaluation was based on:

- Organization profile
- The manner in which the goals are met
- Cost

One proposal was received and evaluated by Purchasing, and the *Visit Plano* evaluation team. Through the RFP process and one-on-one meetings, it was determined that William Lewis Broker met and exceeded all the requirements set forth in the RFP. We believe their proposal, as submitted, will give us the best opportunities to not only promote Plano as the “Hot Air Balloon Capital of Texas”, but also help promote Plano as a destination to visit throughout the year, whether for business or pleasure.

The specifics of this bid are on file with the Purchasing Division.

The current provider for this project is no longer able to provide these services, so if this is not funded the Hot Air Balloon Capital of Texas will no longer have a hot air balloon to appear in the various festivals we have been participating in over the years. We will also lose the additional PR coverage the balloon has been giving the Plano for the past 25 years. It’s also important to note that the funds for this project will be out of the Hotel Tax Fund and not the General Fund.

Mark Thompson
Manager
Visit Plano

CITY OF PLANO

RFP NO. 2015-231-C

Marketing Project with Hot Air Balloon Pilot
RFP RECAP

RFP opening Date/Time: June 30, 2015 @ 2:00pm

Number of Vendors Notified: 559

Vendors Submitting "No Bids": 0

Number of Proposals Submitted Non-Responsive: 0

Number of Proposals Submitted: 1

William Lewis Broker \$372,400

Recommended Vendor:

William Lewis Broker \$372,400

Teresa Shelstad

Teresa Shelstad
Buyer

September 11, 2015

Date