



Legislation Details (With Text)

File #: 24-466 **Version:** 1 **Name:**

Type: CONSENT AGENDA **Status:** Approved as an Individual Item

File created: 1/31/2024 **In control:** Office of Procurement Services

On agenda: 2/28/2024 **Final action:**

Title: Authorize a three-year cooperative purchasing agreement, with two one-year renewal options, for professional marketing services for the Department of Aviation with The Voice Society LLC through an interlocal agreement with Dallas Independent School District - Estimated amount of \$1,707,246.62 - Financing: Aviation Fund (subject to annual appropriations)

Sponsors:

Indexes: 4

Code sections:

Attachments: 1. Resolution

Date	Ver.	Action By	Action	Result
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STRATEGIC PRIORITY: Government Performance & Financial Management

AGENDA DATE: February 28, 2024

COUNCIL DISTRICT(S): 4

DEPARTMENT: Office of Procurement Services

EXECUTIVE: Jack Ireland

SUBJECT

Authorize a three-year cooperative purchasing agreement, with two one-year renewal options, for professional marketing services for the Department of Aviation with The Voice Society LLC through an interlocal agreement with Dallas Independent School District - Estimated amount of \$1,707,246.62 - Financing: Aviation Fund (subject to annual appropriations)

BACKGROUND

This action does not encumber funds; the purpose of a cooperative purchasing agreement is to establish firm pricing for services, for a specific term, which are ordered on an as needed basis according to annual budgetary appropriations. The estimated amount is intended as guidance rather than a cap on spending under the agreement, so that actual need combined with the amount budgeted will determine the amount spent under this agreement.

This cooperative purchasing agreement will provide for professional marketing services for the Department of Aviation. The professional marketing firm will deliver comprehensive and diverse marketing services for Dallas Love Field (DAL). Services will include, but not limited to, research,

message and content planning and development, advertising space purchases, audiovisual services and technical design using a task order format. The tasks will seek to increase exposure of DAL’s amenities, services, employment opportunities and community partnerships to differentiate the airport from market alternatives. These marketing services will help the Department of Aviation grow revenue and claim more share in the busy Dallas travel market.

The interlocal agreement with Dallas Independent School District is authorized by Chapter 791 of the Texas Government Code and Subchapter F, Chapter 271, Texas Local Government Code. Section 271.102 of the Texas Local Government Code authorizes a local government to participate in a Cooperative Purchasing Program with another local government or a local cooperative organization.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

This item has no prior action.

FISCAL INFORMATION

Fund	FY 2024	FY 2025	Future Years
Aviation Fund	\$569,082.21	\$569,082.21	\$569,082.20

M/WBE INFORMATION

In accordance with the City’s Business Inclusion and Development Policy adopted on September 23, 2020, by Resolution No. 20-1430, as amended, the M/WBE participation on this contract is as follows:

Contract Amount	Procurement Category	M/WBE Goal
\$1,707,246.62	Other Services	N/A
M/WBE Subcontracting %	M/WBE Overall %	M/WBE Overall Participation \$
N/A	N/A	N/A
<ul style="list-style-type: none"> • The Business Inclusion and Development Policy does not apply to Interlocal Purchasing Agreements. • The Voice Society LLC - Non-local; Workforce - 0.00% Local 		

PROCUREMENT INFORMATION

Method of Evaluation for Award Type:

Interlocal Agreement/Intergovernmental Agreement	<ul style="list-style-type: none"> • Interlocal agreements/intergovernmental agreements allow the City to take advantage of competitively bid contracts by a State agency or local government and enable the City to purchase goods or services at lower prices • Interlocal agreements/intergovernmental agreements are an alternative method of meeting the requirements for competitive bidding or competitive sealed proposals, not an exception from that requirement
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OWNER

The Voice Society LLC

5 Cowboys Way
Suite 300-45
Frisco, TX 75034

Leonardo Basterra, Chief Executive Officer