



City of San Antonio

Agenda Memorandum

File Number:

Agenda Item Number: {{item.number}}

Agenda Date: June 6, 2024

In Control: City Council A Session

DEPARTMENT: Convention and Sports Facilities

DEPARTMENT HEAD: Patricia Muzquiz Cantor

COUNCIL DISTRICTS IMPACTED: District 2

SUBJECT:

Event Merchandise Services at Alamodome

SUMMARY:

This ordinance authorizes an Agreement for Event Merchandise Services with River City Merchandising (River City) to provide staffing and equipment to sell event-approved merchandise at the Alamodome during event days for a one-year term with two (2), one-year renewal options. This is a revenue agreement valued at \$350,000.00 in annual commissions to the City and approximately \$233,333 in annual gains to River City Merchandising from the agreement's profit split, for a total potential of \$1,050,000 to the City and \$699,999 to River City. Revenues generated from this agreement will be deposited in the Community and Visitor Facilities Fund.

BACKGROUND INFORMATION:

The Alamodome is a 65,000 seat multi-purpose sports and entertainment facility that hosts a wide range of events, many of which include associated merchandise sales. The City has traditionally outsourced these services.

The City issued a Request for Proposals (RFP) for "Event Merchandise Services at Alamodome" (RFP 24-037, 6100017606) on January 5, 2024, with a submission deadline of February 6,

2024. The RFP was advertised in the HartBeat, TVSA channel, the City's Bidding & Contracting Opportunities website, the San Antonio e-Procurement System, and an email notification was released to a list of potential Respondents. One (1) proposal was received and deemed eligible for review.

The evaluation committee consisted of representatives from the Convention & Sports Facilities Department, the Carver Community Center and Valero Alamo Bowl. The Finance Department, Procurement Division assisted by ensuring compliance with City procurement policies and procedures and the City's standard evaluation process. The proposal was evaluated based on the firm's Experience, Background and Qualifications; Proposed Plan; Price; the Local Preference Program (LPP) and the Veteran-Owned Small Business Preference Program (VOSB). Additional categories of consideration included references and financial qualifications.

The evaluation committee met on March 5, 2024, to discuss the sole respondent's proposal that was received. After committee review and discussion, River City Merchandising was recommended for award by the evaluation committee based on consensus scoring.

The initial term of the agreement will begin on July 1, 2024, and continue through June 30, 2025. Two (2) additional one-year renewals, subject to the mutual written agreement of the parties, will also be authorized by this ordinance.

ISSUE:

This contract will identify an event merchandise services vendor to work with Licensees that book events at the Alamodome and collect revenues for the Alamodome for merchandise services. River City, a small, minority-owned firm, is the current merchandising services vendor at the Alamodome and is recommended once again.

The Small Business Economic Development Advocacy (SBEDA) Program, the Local Preference Program and the Veteran-Owned Small Business Preference Program were applicable to this solicitation; however, since only one response was deemed eligible for evaluation, the programs were not scored. Rather, the evaluation committee reviewed and scored the proposal via consensus evaluation.

ALTERNATIVES:

Should this agreement not be approved, the Alamodome would need to enter into multiple informal agreements with a provider based on their availability to handle the event merchandise sales for events booked at the Alamodome. This would provide inconsistency in event merchandise services and would negatively impact events and revenue to the City.

FISCAL IMPACT:

This ordinance authorizes an Agreement for Event Merchandise Services with River City Merchandising, LLC (River City) to provide staffing and equipment to sell event-approved merchandise at the Alamodome during event days for a one-year term with two (2), one-year renewal options. This is a revenue agreement valued at \$350,000.00 in annual commissions to the City for an estimated total of \$1,050,000. Revenues generated from this agreement will be deposited in the Community and Visitor Facilities Fund.

RECOMMENDATION:

Staff recommends authorizing an Agreement for Event Merchandise Services with River City Merchandising for a one-year term with two, one-year renewal options.

This agreement was procured by means of a Request for Proposal and the Contracts Disclosure Form is required.