

**CITY OF SAN ANTONIO
INTERDEPARTMENTAL CORRESPONDENCE
CONVENTION & VISITORS BUREAU**

TO: Mayor and City Council
FROM: Melvin Tennant, Director Convention & Visitors Bureau, CAE
THROUGH: Terry M. Brechtel, City Manager
COPIES: Roland A. Lozano, Assistant to the City Manager
SUBJECT: "B" Session – Briefing on Advertising Request for Proposal Process

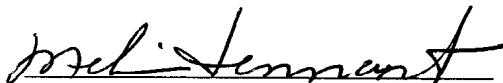
January 22, 2004

The purpose of this "B" Session presentation is to brief City Council on the Request for Proposal process for Advertising services designed to augment the Convention and Visitors Bureau marketing initiatives selling San Antonio as a leisure visitor and convention/meeting destination.

City Council approved a two year contract with an option to renew for an additional two year period with Bromley Communications on September 28, 2000 to provide advertising services for the City of San Antonio. On September 12, 2002, City Council approved the option to renew for the additional two years. Current agreement with Bromley Communications expires on September 30, 2004.

Areas we will cover in our presentation are as follows:

1. Background Information
2. Recent Advertising Strategies
3. Scope of Services
4. Objectives of Process
5. Proposed Evaluation Criteria
6. Proposed Evaluation Team
7. Timeline of Events

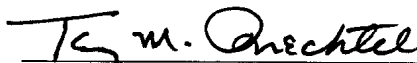


Melvin Tennant
Director Convention & Visitors Bureau



Roland A. Lozano
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Approved:



Terry M. Brechtel
City Manager