

"B" SESSION

**CITY OF SAN ANTONIO  
DEPARTMENT OF ASSET MANAGEMENT  
INTRADEPARTMENTAL CORRESPONDENCE SHEET**

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**TO:** Mayor and City Council

**FROM:** Rebecca Waldman, Director of Asset Management

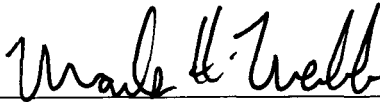
**THROUGH:** J. Rolando Bono, Interim City Manager

**COPIES:** Erik J. Walsh

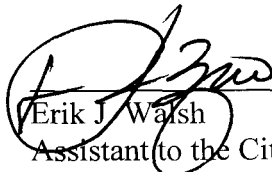
**DATE:** October 14, 2004

**SUBJECT:** Staff Briefing on Municipal Marketing Partnership Program Request for Proposal

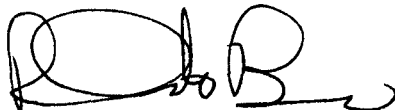
Staff will present a briefing on the proposed Municipal Marketing Partnership Program Request for Proposals (RFP). The purpose of the RFP is to identify an individual or firm experienced in the development and implementation of a Municipal Marketing Partnership Program. This Program will identify opportunities and strategies that will generate additional revenue, goods, and services for the City over a specified period of time. Agreement term is proposed to be two (2) years with two (2) one-year renewal options.



lra Rebecca Waldman, Director  
Department of Asset Management



Erik J. Walsh  
Assistant to the City Manager



J. Rolando Bono  
Interim City Manager