

CITY OF SAN ANTONIO
CONVENTION & VISITORS BUREAU
CITY COUNCIL AGENDA MEMORANDUM

TO: Mayor and City Council

FROM: Melvin Tennant, CAE, Director Convention & Visitors Bureau
Michael J. Sawaya, CHA, Convention Facilities Director
Michael Abington, CFE, Alamodome Director

SUBJECT: Authorizing: Execution of a Maintenance Agreement for Database Management Software and Ratification of Services and Payment

DATE: May 19, 2005

SUMMARY AND RECOMMENDATIONS:

An Ordinance authorizing the execution of a maintenance agreement with Ungerboeck Systems, Inc. for Database Management Software utilized by the Alamodome, Convention and Visitors Bureau and Convention Facilities for Fiscal Year 2004-2005; authorizing payment in the amount of \$3,473.75 for related services for the Alamodome from March 2005 through September 30, 2005; and ratifying prior payment, from Fiscal Year 2001-2002 through Fiscal Year 2004-2005, in the amount of \$120,636.00 by the Convention and Visitors Bureau and Convention Facilities.

Staff recommends approval.

BACKGROUND INFORMATION:

Ungerboeck was originally selected from among four bidders who responded to a Request for Proposal (RFP) in 1999. A recommendation committee consisting of representatives from Convention Facilities, Convention and Visitors Bureau (CVB), Information Technology Department, Asset Management, and Economic Development identified two bidders (one of which was Ungerboeck) who met the RFP specifications. Presentations were given by the two bidders and a final choice was made based on designated criteria as outlined in the RFP. At that particular time, Ungerboeck had the only proven unified database linking a convention center and a convention & visitors bureau.

In July 1999, City Council approved a professional services agreement in the amount of \$168,639.27 with Ungerboeck Systems, Inc. for the purchase of Electronic Booking Management Software (EBMS) for the Convention Facilities and CVB. This agreement was amended by City Council in December 2000 for necessary additional services in the amount of \$57,160.73. More recently (March 2004) the Alamodome initiated an amendment to this agreement in the amount of \$31,995 allowing the Alamodome access to EBMS and the ability to share booking and other information with the CVB and Convention Facilities.

EBMS is an industry based software application with various operating features - in particular, simultaneous access for booking facilities and managing critical data for group meetings. EBMS affords the City a unified database containing customer information between the Convention

Facilities (Henry B. Gonzalez Convention Center, Lila Cockrell Theater, Municipal Auditorium), Alamodome and Convention & Visitors Bureau (CVB) which includes the following:

Event Sales & Marketing	Personnel Management
Facility Booking	Facility Maintenance
Contract Administration	Accounts Receivable
Event Management & Coordination	Event Accounting & Analysis
Inventory Management	

The Convention Facilities Department, Convention & Visitors Bureau, and Alamodome have each been responsible for the administration and implementation of the software for their respective departments. A maintenance agreement for the software was incorporated into the original agreement through September 2001. Beginning October 2001 to present, the maintenance agreement has been extended by both the Convention Facilities and Convention & Visitors Bureau. The Alamodome's amendment in 2004 encompassed a maintenance agreement for the period of March 11, 2004 through March 10, 2005.

While maintenance services have been provided by Ungerboeck Systems, Inc. and utilized by the three respective departments over this period, the City Auditor raised the point that the maintenance was one sole agreement between Ungerboeck and the City, and the sum of the annual payments between all departments requires City Council approval. In the future, an annual comprehensive maintenance agreement will be brought to City Council at the beginning of each fiscal year.

POLICY ANALYSIS:

San Antonio ranks as one of the nation's most successful leisure and convention destinations. A total of 20 million visitors come to San Antonio annually for various purposes.

The Convention and Visitors Bureau maintains an aggressive sales team which is responsible for selling San Antonio as a meeting and convention destination. In Fiscal Year 2003-2004, the CVB staff booked 729,432 future room nights with an associated 439,408 attendees resulting in more than \$395 million dollars in delegate spending in San Antonio. Most of these meetings utilized space within the Convention Center (the Center) and/or Alamodome. This software directly connects staff with the most current meeting and space availability.

San Antonio's Henry B. Gonzalez Convention Center has approximately 440,000 square feet of exhibit space, 203,000 square feet of meeting space divisible into 67 meeting rooms, including 3 ballrooms. The complex also includes the 2,581 seat Lila Cockrell Theater and the Municipal Auditorium which seats nearly 5,000 in its main auditorium, with the lower level encompassing 23,000 square feet of meeting and exhibit space. The Center is also currently supported by just over 10,000 total/6,000 average committable group hotel rooms within walking distance of the Center.

The Alamodome has 160,000 gross square feet of contiguous exhibit floor space. The Alamodome has become internationally recognized for its achievement in presenting major, high profile sporting events, concerts and conventions. More than 800 events have played the Alamodome and over 17 million visitors have passed through the turnstiles. The Alamodome has generated more than \$400 million in direct visitor spending since opening in 1993.

This software is essential in linking the three City departments as it relates to various operations and space availability impacting our customers. It provides the City a unified database of customer information, allowing CVB staff as well as management from the three departments to review information, access availability and reports, and better negotiate with meeting and event planners.

FISCAL IMPACT:

In Fiscal Year 2004-2005, the City has programmed \$34,982.44 for the continued maintenance of this program. The sum of expended prior year maintenance agreements for all departments is as follows:

	<u>Conv. Facilities</u>	<u>CVB</u>	<u>Alamodome</u>	<u>Total</u>
FY 2000-2001				\$26,400.00*
FY 2001-2002	\$13,860.00	\$13,960.00	\$ - 0 -	\$27,820.00
FY 2002-2003	\$15,084.00	\$14,984.00	\$ - 0 -	\$30,068.00
FY 2003-2004	\$15,696.50	\$15,696.50	\$5,955.00*	\$37,348.00
FY 2004-2005	\$15,667.50	\$15,667.50	\$3,473.75	\$34,828.75

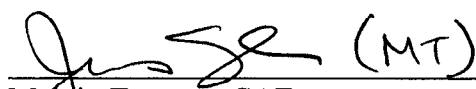
The amounts denoted with an asterisk (*) have been approved through previous ordinances. Fiscal Year 2000-2001 total for \$26,400 was approved through Ordinance 90078 and Fiscal Year 2003-2004 Alamodome total was approved through Ordinance 98949. All funds are derived from Hotel Occupancy Tax and the Community and Visitors Facilities Fund. There is no impact to the City's General Fund.

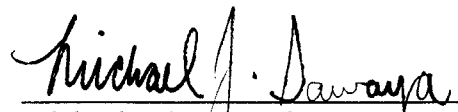
COORDINATION:

This item has been coordinated through the City Attorney's office, Alamodome, Convention Facilities, and Convention & Visitors Bureau.

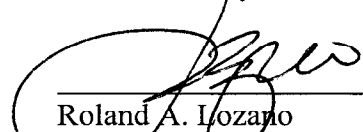
SUPPLEMENTAL COMMENTS:

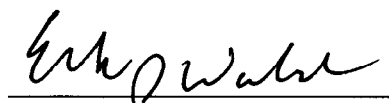
An Ethics Disclosure Forms has been completed and is attached.

 (MT)
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