

June 26, 2019

WHEREAS, on May 22, 2013, City Council authorized a one-year service contract, with two two-year renewal options, for marketing services for the Dallas Executive Airport, with Rocket Red, Ltd., in an amount not to exceed \$248,845.00, by Resolution No. 13-0796; and

WHEREAS, on June 6, 2014, Administrative Action No. 14-6310 authorized Supplemental Agreement No. 1 to extend the service contract for one year from June 14, 2014 to June 13, 2015, with a zero cost, having no effect on the contract amount; and

WHEREAS, on May 20, 2015, Administrative Action No. 15-6175 authorized Supplemental Agreement No. 2 to extend the service contract for one year from June 14, 2015 to June 13, 2016, with a zero cost, having no effect on the contract amount; and

WHEREAS, on October 20, 2015, Administrative Action No. 15-7029 authorized Supplemental Agreement No. 3 to increase the service contract in an amount not to exceed \$62,211.25, increasing the contract amount from \$248,845.00 to \$311,056.25; and

WHEREAS, on June 9, 2016, Administrative Action No. 16-6221 authorized Supplemental Agreement No. 4 to extend the service contract for three months from June 13, 2016 to September 13, 2016, with a zero cost, having no effect on the contract amount; and

WHEREAS, on August 24, 2016, City Council authorized the first two-year renewal option to the service contract with Rocket Red, Ltd. for business recruitment and retention services for Dallas Executive Airport, in an amount not to exceed \$240,000.00, by Resolution No. 16-1304.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the City Manager is hereby authorized to execute a service contract with Alpha Business Images, LLC (VS0000016252), approved as to form by the City Attorney, for marketing services for the Dallas Executive Airport for the Department of Aviation for a term of three years, with two one-year renewal options, in an amount not to exceed \$411,405.00. If the service was bid or proposed on an as needed basis, unit price basis for performance of specified tasks, payment to Alpha Business Images, LLC shall be based only on the amount of the services directed to be performed by the City and properly performed by Alpha Business Images, LLC under the contract.

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SECTION 2. That the Chief Financial Officer is hereby authorized to disburse funds in an amount not to exceed \$411,405.00 (subject to annual appropriations) to Alpha Business Images, LLC from Service Contract No. AVI-2019-00009846.

SECTION 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

APPROVED BY
CITY COUNCIL

JUN 26 2019


CITY SECRETARY