

**CITY OF HOUSTON - CITY COUNCIL**Meeting Date:  
ALL

Item Creation Date: 8/13/2015

HAS - Sponsorship Agreement with the Airport Minority Advisory Council (AMAC) for the 2017 Business Diversity Conference in Houston

Agenda Item#:

**Background:****RECOMMENDATION:**

Adopt an ordinance approving an agreement with the Airport Minority Advisory Council ("AMAC") for the sponsorship, coordination and management of the 2017 Business Diversity Conference, to be hosted by the Houston Airport System in June 2017, in Houston


**SPECIFIC EXPLANATION:**

The Airport Minority Advisory Council (AMAC) serves as the nation's only non-profit trade organization dedicated to promoting the full participation of minority/women/disadvantaged business enterprises/small business enterprises in airport contracting, employment and procurement opportunities. Each year, AMAC puts on an Airport Business Diversity Conference, which is the primary vehicle for M/W/DBE/SBE outreach and engagement. The itinerary typically includes educational sessions on Doing Business with Airports; Regional Opportunities and Procurement; Navigating the Certification Process; Legislative Policy Updates and an Economic Forecast for the region.

AMAC and the City of Houston will enter into a sponsorship agreement for the purpose of sponsoring, coordinating and managing the Airport Business Diversity Conference to be held in Houston in June of 2017. Approximately 1,000 attendees are expected, including Airport Operators, Airline Executives, Government Officials, Prime Contractors and M/W/DBE/SBE Contractors from across the region. The conference is a forum where the airports, federal government, and entrepreneurs can meet to communicate their respective interests and needs. The estimated economic impact of the Conference to Houston is approximately \$1 million.

Sponsorship fees will be used for the following: Correspondence such as advertisements, announcements, postcards, banners, signage, and registration brochures; Events such as host city reception (June 2016), planning committee receptions (August 2016 and January 2017), Sunday evening host city opening reception (June 2017), and Monday evening reception (June 2017); Fundraiser Logistics including identifying and reserving venue and purchasing refreshments, signage, gift bags, and transportation; Conference Logistics, including preparing signage for hotel and offsite events, soliciting vendors to purchase exhibit booths and donate items for silent auction and welcome bags, and arranging for ground transportation and security.

Proceeds from the Conference golf fundraiser and silent auction will support ongoing AMAC initiatives aimed at increasing the numbers of minorities and women represented in the airport industry and the AMAC Foundation's scholarship, career awareness and leadership development programs.

**Director's Signature:**


Mario C. Diaz  
Houston Airport System

**Amount of Funding:**

\$100,000	HAS Revenue Fund (8001) FY16
\$400,000	HAS Revenue Fund (8001) FY17
\$500,000	TOTAL

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