



CITY OF HOUSTON - CITY COUNCIL

Meeting Date:

District B

Item Creation Date: 8/8/2023

HAS – Oculus Media Content Production Company (CPC) at IAH

Agenda Item#:

Background:

RECOMMENDATION:

Enact an ordinance approving and authorizing a Professional Services Agreement with Gentilhomme, Inc. for Oculus Media Content Production Company (CPC) services at George Bush Intercontinental Airport/Houston, appropriating \$2,488,000 from the Airports Improvement Fund, and setting a maximum contract amount of \$2,908,000.00.

SPECIFIC EXPLANATION:

The Director of the Houston Airport System and the Chief Procurement Officer recommend that City Council enact an ordinance awarding a contract to Gentilhomme, Inc. for Oculus Media Content Production Company (CPC) services at George Bush Intercontinental Airport/Houston (IAH). The contract term is five (5) years.

The Oculus will be one of the most visually engaging components of the new architectural environment of the IAH International Central Processor (ICP), currently under construction. This large-scale, uniquely designed media feature includes a sophisticated LED display and control system allowing for high-quality digital dynamic content, blending images, graphics, and text. A Content Production Company (CPC) will collaborate creatively with HAS to design, produce, and integrate the media content for the Oculus.

A Request for Proposals (RFP) for the Oculus Media Content Production Company (CPC) posted on the HAS website and advertised in the *Houston Chronicle* on Friday, October 28, 2022. Four Proposals were received on January 19, 2023, from the following firms: Gentilhomme, Inc.; Fivestone Studios, Inc.; Float 4; and Moment Factory. The proposals were evaluated by the Evaluation Committee in accordance with the pre-established criteria and evaluation procedures outlined in the published RFP. Following evaluation, Gentilhomme, Inc. was recommended for award.

Under the agreement, Gentilhomme, Inc. will provide large-scale, uniquely designed media features, creative themes, a content development strategy, design, design reviews, content development plans, content production, integration of media, and content guideline documentation. Costs for these services will be recovered from the airline users of the technology.

This subject of this contract was part of a presentation to the City Council Transportation, Technology, and Infrastructure (TTI) Committee on June 1, 2023.

Hire Houston First:

The proposed contract requires compliance with the City's "Hire Houston First" (HHF) ordinance that promotes economic opportunity for Houston businesses and supports job creation. In this case, no proposers were designated as a HHF company. Gentilhomme, Inc. was the successful proposer without the application of a HHF preference.

Pay or Play:

The proposed contract requires compliance with the City's "Pay or Play" ordinance regarding health benefits for employees of City contractors. In this case, the contractor provides health benefits to eligible employees in compliance with City policy.

M/WBE Participation:

The M/WBE advertised goal for this project is 10%. Gentilhomme, Inc. submitted a participation plan of 10% utilizing the following certified firm:

<u>Firm</u>	<u>Type of Work</u>	<u>Amount</u>	<u>%</u>
Branch Media, Inc. (MBE)	Media Production	\$290,800.00	10%

Fiscal Notes:

No significant Fiscal Operating impact is anticipated as a result of this project.

Funding for this item will be included in the FY2025 Budget. Therefore, no Fiscal Note is required as stated in the Financial Policies.

Director's Signature:

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DocuSigned by:

Mario Diaz

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Mario C. Diaz
Houston Airport System

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Jed Greenfield

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Jed Greenfield
Chief Procurement Officer

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Andy Tcken

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Andy Tcken
Chief Development Officer

Estimated Spending Authority

DEPARTMENT	FY2024	OUT YEARS	TOTAL
Houston Airport System	\$2,488,000.00	\$420,000.00	\$2,908,000.00

Amount and Source of Funding:

\$2,488,000.00 Airports Improvement Fund (8011)

\$ 420,000.00 HAS Revenue Fund (8001)

\$2,908,000.00 TOTAL

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