



CITY OF HOUSTON - CITY COUNCIL

Meeting Date:

Item Creation Date:

WS1188918296 - Airport Concessions Loyalty Rewards Program (Thanks Again, LLC, DBA GlidePathCX) - ORDINANCE

Agenda Item#:

Background:

Sole Source (S19-WS1188918296) – Approve an ordinance awarding a sole source agreement with Thanks Again, LLC d/b/a GlidePathCX for the maximum contract amount of \$1,200,000.00 for the airport concessions loyalty rewards program for a two-year (2) term with one (1) one-year option for the Houston Airport System (HAS).

Specific Explanation

The Director of the Houston Airport System and the Chief Procurement Officer recommend that City Council approve an ordinance awarding a sole source contract for **a two-year (2) term with one (1) one-year option to Thanks Again, LLC d/b/a GlidePathCX** in an amount not to exceed **\$1,200,000.00** for Airport Concessions Loyalty Rewards Program for the Houston Airport System.

The Houston Airport System endeavors to increase passengers' awareness and patronage of available concessions options for parking, shopping, and dining at both Bush Intercontinental and William P. Hobby Airports. GlidePathCX by Thank Again, LLC is a proprietary program that allows airports to develop loyalty rewards for customer purchases while on airport property (parking and in-terminal sales) and in day-to-day consumer spending with airport vendors and other participating businesses. The result is an increase in non-aeronautical revenue for both commercial airports and higher loyalty to HAS concession partners in and away from terminal facilities. The platform also queries customers about their experience after patronizing airport concessions to provide direct feedback to vendors about service growth opportunities.

Under this partnership, the Contractor shall respond to HAS multiple strategic priorities by building platforms for future success by increasing non-aeronautical revenue and contributing to HAS's fiscal responsibility and viability over the course of the contract, make our passengers happy by providing a loyalty rewards program that is of value by partnering with vendors that matters to our customers, and invest in partnerships and employees by using the platform to increase brand awareness of airport vendors and having a positive impact on their net revenues.

This recommendation is made pursuant to Chapter 252, Section 252.022 (a) (7) (A) "a procurement of items that are available from only one source, including items that are available from only one source because of patents, copyrights, secret processes, or natural monopolies" of the Texas Local Government Code for exempted procurements.

MWBE Participation

MWBE participation zero-percentage goal document approved by the Office of Business Opportunity.

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, Thanks Again, LLC d/b/a GlidePathCX has elected to pay in the Contractor Responsibility Fund in compliance with City policy.

Hire Houston First

This procurement is exempt from the City's Hire Houston First Ordinance. Bids/proposals were not solicited because the department is utilizing a sole source for this purchase.

Fiscal Note

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

8/21/2024

DocuSigned by:

6121834A077C41A...

Jedediah Greenfield
Chief Procurement Officer
Finance/Strategic Procurement Division

Department Approval Authority Signature

Estimated Spending Authority			
Department	FY2025	Out Years	Total
Houston Airport Svstem	\$400,000.00	\$800,000.00	\$1,200,000.00

(HAS)

Amount and Source of Funding:

\$1,200,000.00

HAS Revenue Fund

Fund No. 8001

Contact Information:

Name:	Dept./Division	Phone Number
Barbara Fisher, Division Manager	Finance/SPD	832.393.8722
Carolyn Hanahan, Assistant Chief Policy Officer	Finance/SPD	832.393.9127
Jedediah Greenfield, Chief Procurement Officer	Finance/SPD	832.393.9126

ATTACHMENTS:

Description

Ownership Information Form
Conflict of Interest Questionnaire
Form 1295
MWBE Waiver
POP 1
POP 2
POP 3
Drug Policy Forms
COI and Endorsements
Contract
Funding

Type

Backup Material
Backup Material
Backup Material
Backup Material
Backup Material
Backup Material
Backup Material
Backup Material
Backup Material
Contract/Exhibit
Financial Information