



CITY OF HOUSTON - CITY COUNCIL

Meeting Date:

Item Creation Date: 8/22/2017

HAS - Professional Service Contract with Bay Area Houston Economic Partnership
(BAHEP)

Agenda Item#:

Background:

RECOMMENDATION:

Enact an ordinance approving and authorizing a contract with the Bay Area Houston Economic Partnership (BAHEP) for professional services for the Houston Airport System.

SPECIFIC EXPLANATION:

The Bay Area Houston Economic Partnership (BAHEP), located in the Clear Lake area, is a non-profit organization founded in 1983 with a goal of expanding and diversifying the local economy. With close relations to over 260 members businesses, BAHEP has extensive knowledge of trends and upcoming projects and a comprehensive approach to development.

Under the three-year contract, HAS will be provided full membership in BAHEP, including committee participation and the benefits resulting from BAHEP's public relations initiatives.

BAHEP will utilize its expertise, including through its Aerospace Advisory Committee, Ellington Field Task Force, International Business Development Committee, and Political Protocol Committee, to undertake specific tasks dedicated to developing new commercial activities at Ellington Airport (EFD) and Houston Spaceport and an increased utilization of EFD space and facilities and that of other HAS facilities as requested by HAS. This will include support for HAS's long term plans to ensure that EFD is well-positioned to accommodate emerging air and space transportation systems and new technology. As requested by HAS, the tasks may include:

A. Airport Real Estate Marketing: BAHEP will identify potential new airport and spaceport tenants domestically and abroad. Such activities will include, but not be limited to, hosting business briefings for key contacts, promoting HAS properties for development, recruiting new military operations to Ellington, retention of existing military organizations, and working to identify and attract projects and opportunities that increase the military value of EFD. BAHEP's marketing activities will generate targets and leads for HAS to recruit new or expanding businesses and will identify suitable public and private business incentives and partnerships. As part of BAHEP's effort to generate new targets and leads for HAS, BAHEP will attend tradeshows, such as SpaceCom, the National Business Aviation Association National Conference, and the Space Symposium, at the request of HAS. BAHEP will coordinate with community entities to aid HAS in marketing the region to site selectors and parties interested in locating operations at EFD and the Houston Spaceport. Additionally, BAHEP will work with HAS in creating and executing a marketing plan that will identify target businesses and industry sectors that are uniquely suited to EFD and Houston Spaceport.

B. Public and Industry Awareness of HAS Facilities: BAHEP will publicize HAS airports through its business and community briefings, print media, electronic newsletters, website, social media, and committee initiatives. These activities will focus on enhancing air service to HAS airports and to commercial development of HAS property. This may include, at HAS's discretion, HAS-focused articles in BAHEP's Business to Business publication; in BAHEP's Business Development Update and Business Briefs quarterly membership newsletter.

C. Government Relations and Advocacy Programs: At HAS's direction, BAHEP will support HAS on key aviation and aerospace initiatives before the U.S. Congress, federal agencies, the Texas State Legislature, and local and state agencies. BAHEP will focus on advocacy that facilitates commercial development at HAS facilities, particularly at EFD and Houston Spaceport, including advocacy for commercial aerospace developments and overall business expansion at HAS airports. BAHEP will support local, regional, and statewide legislative efforts to increase the availability of State funding for the HAS airports, such as the Spaceport Trust Fund. BAHEP will advise on the advantages of creating interlocal agreements that will facilitate the development of HAS properties, such as a spaceport development corporation. BAHEP will advocate for policy and programs on all levels of government that increases EFD utilization under Base Realignment and Closure (BRAC) projects. BAHEP will analyze changes in U.S. Defense Department policy and structure to identify opportunities to increase the military value of Ellington Field Joint Reserve Base, Ellington Airport, and Houston Spaceport.

D. Other Key Promotional Events: BAHEP will promote HAS facilities and services, and particularly commercial opportunities available at EFD and Houston Spaceport, at other BAHEP member events. This will provide HAS with multiple airport promotion networking opportunities with BAHEP members across a broad range of businesses, focused on those located or relocating to the Houston area. This will include prominently positioned HAS tables and airport promotional materials at the Quasar Award Meeting and the meetings of the BAHEP Aerospace Advisory Committee, the Ellington Field Task Force, and the International Business Development Committee.

BAHEP will assist HAS in the planning of and will participate in promotional events for EFD, Houston Spaceport and other HAS facilities.

The contract has an M/WBE participation goal of 0%.

The 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.

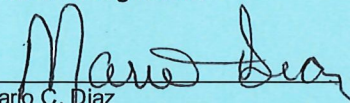
The contract costs will be allocated as follows:

FY18:	\$110,000
Out Years:	\$220,000
TOTAL:	\$330,000

FISCAL NOTE:

Funding for the expense of this item is included in the FY18 Operating Budget. Therefore, no fiscal note is required as stated in the Financial Policy Ord. 2014-1078. See included Attachment A.

Director's Signature:



Marlo C. Diaz
Houston Airport System

Amount of Funding:

\$330,000 HAS Revenue Fund (8001)

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