

11-R-1104

(Do Not Write Above This Line)

A RESOLUTION BY FINANCE EXECUTIVE COMMITTEE

A RESOLUTION AUTHORIZING THE MAYOR TO AWARD AND EXECUTE AN AGREEMENT WITH THANKS AGAIN, LLC, PURSUANT TO CODE SECTION 2-1191; SOLE SOURCE PROCUREMENT, FOR THE PURPOSE OF PROVIDING A CREDIT CARD BASED CUSTOMER REWARDS PROGRAM FOR HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT, IN AN AMOUNT NOT TO EXCEED \$135,000.00 FOR ONE YEAR; ALL CONTRACTED WORK SHALL BE CHARGED TO AND PAID FROM FDOA 5501 (AIRPORT REVENUE FUND) 180402 (CONCESSIONS) 5233001 (ADVERTISING) 7563000 (AIRPORT) (\$45,000); and MARKETING FUND 5501-000001-1233011-0000000 (\$90,000); AND FOR OTHER PURPOSES.

Substituted ADOPTED BY

AUG 2 0 2012

COUNCIL

- CONSENT REFER
REGULAR REPORT REFER
ADVERTISE & REFER
1st ADOPT 2nd READ & REFER
PERSONAL PAPER REFER

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee Date Chair Referred To

Committee

Finance Executive Committee Date 7-22-11

Chair Jackson

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Members Thomas W. Spore, Brent Holt

Refer To

Committee

Finance Executive Committee Date 8/31/11

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

FINAL COUNCIL ACTION

- 2nd
1st & 2nd Readings
Consent
V Vote
RC

CERTIFIED

CERTIFIED AUG 2 0 2012

ATLANTA CITY COUNCIL, PRESIDENT

Signature of Atlanta City Council President

CERTIFIED AUG 2 0 2012

Signature of Municipal Clerk

MAYOR'S ACTION

APPROVED

AUG 2 9 2012

WITHOUT SIGNATURE BY OPERATION OF LAW



CITY COUNCIL  
ATLANTA, GEORGIA

#2 8/1/12

11-R-1104

**A SUBSTITUTE RESOLUTION  
BY FINANCE EXECUTIVE COMMITTEE**

**A SUBSTITUTE RESOLUTION AUTHORIZING THE MAYOR TO AWARD AND EXECUTE AN AGREEMENT WITH THANKS AGAIN, LLC, PURSUANT TO CODE SECTION 2-1191.1; SPECIAL PROCUREMENT, FOR THE PURPOSE OF PROVIDING A CREDIT CARD BASED CUSTOMER REWARDS PROGRAM FOR HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT, IN AN AMOUNT NOT TO EXCEED \$135,000.00 FOR YEAR ONE; ALL CONTRACTED WORK SHALL BE CHARGED TO AND PAID FROM FDOA 5501 (AIRPORT REVENUE FUND) 180304 (PARKING) 5212001 (CONSULTING PROFESSIONAL SERVICES) 7563000 (AIRPORT) (\$45,000); and MARKETING FUND 5501 (AIRPORT REVENUE FUND) 000001 (BALANCE SHEET) 1233011 (MARKETING AND ADVERTISING LIABILITIES PAYMENT) 0000000 (DEFAULT) (\$90,000); AND FOR OTHER PURPOSES.**

**WHEREAS**, the City of Atlanta ("City") is owner and operator of Hartsfield-Jackson Atlanta International Airport ("Airport"), a large hub airport and the world's busiest airport; and

**WHEREAS**, the Airport has an interest in encouraging patronage of the Airport's parking operations and its concessions program; and

**WHEREAS**, Thanks Again, LLC ("Thanks Again"), owns and operates a unique credit card based rewards program that enables customers to register their credit cards and then automatically earn airline miles or other rewards when paying for services such as airport parking, meals, and items from participating concessionaires; and

**WHEREAS**, the Thanks Again rewards program will encourage patronage of the Airport's parking facilities, increase consumer engagement, add value to the passenger travel experience, and increase concessions revenues; and

**WHEREAS**, the primary financial transactions of consumers related to their presence in the Airport are between the consumer and individual airlines; and

**WHEREAS**, the Airport has the limited ability to know who the individual consumers are or how to market to them after they have left the Airport; and

**WHEREAS**, the Thanks Again rewards program will also provide the Department of Aviation ("DOA") with the ability to develop a Customer Relationship Management ("CRM") program; and



**WHEREAS**, the CRM program will increase consumer engagement, add value to the passenger travel experience, and increase non-aeronautical revenues; and

**WHEREAS**, the Chief Procurement Officer has authorized a special procurement, in accordance with the City of Atlanta Code of Ordinances, Chapter 2 Administration, Article X Procurement and Real Estate Code, Division 4, Source Selection and Contract Formation, Section 2-1191.1, Special Procurement in an amount not to exceed \$135,000.00 for year one of the service agreement; and

**WHEREAS**, said Agreement has an initial term of one (1) year with two (2), two (2) year renewal options at the City's sole discretion.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA**, that the Mayor is authorized to award and execute an Agreement with Thanks Again, LLC, pursuant to Code Section 2-1191.1, Special Procurement, in an amount not to exceed \$135,000.00.

**BE IT FURTHER RESOLVED**, that said Agreement has an initial term of one (1) year with two (2), two (2) year renewal options at the City's sole discretion.

**BE IT FURTHER RESOLVED**, that all services for said contracted work shall be charged to and paid from FDOA 5501 (Airport Revenue Fund) 180304 (Parking) 5212001 (Consulting Professional Services) 7563000 (Airport) (\$45,000); and Marketing Fund 5501 (Airport Revenue Fund) 000001 (Balance Sheet) 1233011 (Marketing and Advertising Liabilities Payment) 0000000 (Default) (\$90,000).

**BE IT FURTHER RESOLVED**, that the City Attorney is hereby directed to prepare an appropriate Agreement for execution by the Mayor, to be approved as to form by the City Attorney.

**BE IT FINALLY RESOLVED**, that said Agreement will not become binding upon the City and the City will incur no obligation or liability upon same until such Agreement has been executed by the Mayor, attested to by the Municipal Clerk, approved as to form by the City Attorney and delivered to the contracting party.

A true copy,

*Rhonda Dauphin Johnson*  
Municipal Clerk

ADOPTED by the Atlanta City Council  
APPROVED as per City Charter Section 2-403

AUG 20, 2012  
AUG 29, 2012

RCS# 2210  
8/20/12  
3:39 PM

Atlanta City Council

CONSENT I

CONSENT AGENDA SECTION I  
MONDAY, AUGUST 20, 2012  
ADOPT

YEAS: 12  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 1  
ABSENT 1

Y Smith	B Archibong	Y Moore	Y Bond
NV Hall	Y Wan	Y Martin	Y Watson
Y Young	Y Shook	Y Bottoms	Y Willis
Y Winslow	E Adrean	Y Sheperd	NV Mitchell

CONSENT I

<b>08-20-12</b>		
<b>ITEMS ADOPTED ON CONSENT</b>	<b>ITEMS ADOPDED ON CONSENT</b>	<b>ITEMS ADVERSED ON CONSENT</b>
1. 12-O-0910	35. 12-R-1024	39. 12-R-1027
2. 12-O-0911	36. 12-R-1025	40. 12-R-1028
3. 12-O-1005	37. 12-R-1026	41. 12-R-1029
4. 12-O-0905	38. 12-R-1039	42. 12-R-1030
5. 12-O-0906		43. 12-R-1031
6. 12-O-0452		44. 12-R-1032
7. 12-O-0999		45. 12-R-1033
8. 12-O-1002		46. 12-R-1034
9. 10-O-2228		47. 12-R-1035
10. 12-O-1003		
11. 12-O-1007		
12. 11-R-1104		
13. 12-R-0985		
14. 12-R-0986		
15. 12-R-0988		
16. 12-R-0990		
17. 12-R-0993		
18. 12-R-0994		
19. 12-R-0995		
20. 12-R-0996		
21. 12-R-1008		
22. 12-R-1011		
23. 12-R-1012		
24. 12-R-1013		
25. 12-R-1014		
26. 12-R-1015		
27. 12-R-1016		
28. 12-R-1017		
29. 12-R-1018		
30. 12-R-1019		
31. 12-R-1020		
32. 12-R-1021		
33. 12-R-1022		
34. 12-R-1023		