



Legislation Text

File #: 15-20832, Version: 1

Airport Marketing Agency Services Contracts

Action:

- A. Approve contracts with the following companies for Marketing Agency Services for an initial term of three years:**
 - Chernoff Newman, LLC,
 - Fuseideas, LLC, and

- B. Authorize the City Manager to renew the contracts for up to two, one-year terms with possible price adjustments and to amend the contracts consistent with the purpose for which the contracts were approved.**

Staff Resource(s):

Haley Gentry, Aviation
Ted Kaplan, Aviation

Explanation

- The Airport utilizes marketing agency services to develop appropriate strategies and to implement, monitor and optimize campaigns to ensure maximum revenue for Airport products (parking, concessions, air service, etc.), programs (Airport development), services and employment opportunities.
- On March 3, 2023, the city issued a Request for Proposals (RFP); four responses were received.
- The companies selected best meet the city’s needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- Price adjustments may be considered based on legitimate and justified increases in the cost of doing business.
- Annual aggregate expenditures are estimated to be \$1,650,000.

Charlotte Business INclusion

The city negotiates subcontracting participation after the proposal selection process (Part C: Section 2.1 (h) of the Charlotte Business INclusion Policy). The specific tasks and subcontracting opportunities associated with this contract are undefined; however, each Prime consultant has identified certified firms to be utilized as the contract evolves and the scopes of work are defined:

Chernoff Newman, LLC

- Heritage Printing & Graphics, Inc (SBE) (printing, signage)
- Rebrand Collective, LLC (SBE) (videography)

Fuseideas, LLC

- Avenir Bold, LLC (SBE) (account management)

Fiscal Note

Funding: Aviation Operating Budget and Capital Investment Plan