

Legislation Text

File #: 15-9209, Version: 1

Airport Marketing Agency Services

Action:

- A. Approve contracts with the following companies for marketing agency services for an initial term of three years:**
- Chernoff Newman, LLC.,
 - Eric Mower and Associates/Charlotte, Inc., 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):

Brent Cagle, Aviation
Haley Gentry, 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 parking, concessions, air service, and general airport development.
- On July 30, 2018, the City issued a Request for Proposals (RFP); 16 proposals were received.
- Chernoff Newman, LLC. and Eric Mower and Associates/Charlotte Inc. best meet the City's needs in terms of qualifications, experience, cost, and responsiveness to RFP requirements.
- Estimated contract expenditures for both contracts during the first year are \$800,000.
- This activity is occurring on Airport property (Council District 3).

Charlotte Business INclusion

No subcontracting goal was established for this selection because there are no subcontracting opportunities (Part C: Section 2.1(a) of the Charlotte Business INclusion Policy).

Fiscal Note

Funding: Aviation Operating Budget