

Department of Port Control

Ordinance No. 106-2025

Executive Summary

The Department of Port Control is requesting authority to exercise the second option to renew Contract No. CT PS2023*0167 with Recess Creative, LLC to provide marketing, promotional, public relations, and advertising services, including materials, equipment, and supplies necessary to promote Cleveland Hopkins International Airport and Burke Lakefront Airport for the Department of Port Control.

Background:

The Department of Port Control requires a multitude of professional marketing and communications services to assist in the development of continued proactive marketing, communications, and advertising strategies. These strategies ensure Cleveland Hopkins International Airport reaches its full potential as an international and domestic passenger and cargo airport, and Burke Lakefront Airport reaches its full potential as a corporate, domestic passenger and general aviation airport. Often such services require expertise that is not available through existing staff.

The Department is requesting authority to exercise the second option to renew Contract No. CT PS2023*0167 with Recess Creative, LLC to provide these services.

Scope of Work:

The services provided include a strategic marketing program including advertising, public relations, communications and promotional elements. Preparation of cost estimates and recommendations on media and advertising schedules, cultivates opportunities for non-compensated editorial features, fosters cooperative community and corporate relationships, supports any and all marketing functions, including routine and ad-hoc crisis communications as necessary.

Schedule or Term of Contract:

One year with three one-year options for renewal. The second of the one-year options to renew shall not be exercised without additional legislative authority.