

Department of Port Control

Ordinance No.: 989-2022

Section: Communications

Executive Summary

The Department of Port Control is requesting authority to employ one or more professional service contracts, to provide marketing, promotional, public relations and advertising services, and technical services with the development, implementing and maintenance of new DPC website(s) including materials, equipment, and supplies necessary to promote Cleveland Hopkins International Airport and Burke Lakefront Airport for the Department of Port Control.

Background/Purpose:

The Department is seeking a consultant which will be able to provide professional marketing and technical services to assist in the development of a continued proactive marketing and advertising strategy that includes a new modern CLE and BLK website(s) to 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.

Scope:

To create and execute a strategic marketing program including advertising, public relations, communications and promotional elements, develop marketing creative including print, digital, on-line and video, prepare cost estimates and recommendations on media and advertising schedules, place advertising, cultivate opportunities for non-compensated editorial features, foster cooperative community and corporate relationships, support any and all marketing functions, including routine and ad-hoc crisis communications as necessary. The scope, of the contract, requires the qualified firm to provide professional services that include website design/redesign, Drupal Programming, Optimization, Analytics and Application Development. The services required are outside the scope of the Department's capability.

Justification/Urgency:

The current contract for these services will expire on February 1, 2023.

Anticipated Cost:

\$2,000,000.00

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.

Current Vendors/ Contracts:

Vendor	Vendor Address	Contract No.
Recess Creative, LLC	401 Countryside Dr. Broadview Heights, OH 44147	PS2018-059