

Department of Port Control

Ord. No.: 30-2023

Executive Summary

The Department of Port Control (DPC) is requesting authority to enter into an amendment to Contract No. CT PS2018*059 with Recess Creative, LLC to provide additional marketing, promotional, public relations, and advertising and creative services, including materials, equipment and supplies, necessary to promote Cleveland Hopkins International Airport and Burke Lakefront Airport, for the Department of Port Control on a month-to-month basis, not to exceed six-months; and add an additional \$400,000 to the contract.

Background/Purpose:

The Department of Port Control, operator of Cleveland Hopkins International and Burke Lakefront Airports, requires a multitude of professional marketing and communications services to assist in the development of continued proactive marketing, communications and advertising strategy. This strategy ensures 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.

Scope of Work/Commodities/Services:

To create and execute a strategic marketing program including advertising, public relations, communications and promotional elements, develop marketing creative including print, digital, online 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 ad-hoc crisis communications as necessary. The services required are outside the scope of the Department's capability.

Justification/Urgency:

Existing contract (PS2018*059) expires January 31, 2023. Due to a reevaluation of the scope of work for the new marketing contract, DPC is requesting an extension with Recess Creative, LLC, to provide additional services on a month-to-month basis for a period of up to six months, to provide marketing, promotional, public relations, and advertising & creative services.

In order to effectively strategize and maintain essential services such as website hosting and the intranet, it is necessary to maintain Recess Creative, LLC who provide these customized services and are most familiar with DPC's requirements and needs.

Schedule or Term of Contract:

The Department of Port Control is requesting to extend the contract and for a period of up to six months.