

Department of Port Control

Ordinance No.: 1427-2019

Marketing & Air Service Development

Executive Summary

The Department of Port Control is requesting authority to exercise the second option to renew Contract No. CT PS2018*059 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/Purpose:

The Department is seeking a consultant which will be able to provide professional marketing services to assist in the development of a continued proactive marketing and advertising strategy 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 of Work:

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 services required are outside the scope of the Department's capability.

Justification/Urgency:

The current contract for these services will expire on January 31, 2020.

Anticipated Cost: N/A

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 Vendor/Contract:

Vendor Name	Vendor Address	Contract No.	Expiration Date
Recess Creative	635 West Lakeside Ave. Ste. 101 Cleveland, Ohio 44113	PS2018-059	1/31/2020