

Department of Port Control

Ord. No.: 535-2021
Effectiveness

Division of Human Resources & Organizational

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.

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, 2021. Due to financial impacts on the aviation industry resulting from COVID 19 and ultimately the DPC, we are requesting a one-year extension with Recess Creative, LLC. Due to the pandemic, the DPC has worked within tight budgetary constraints; limiting the services as much as possible. Recess Creative, LLC remained flexible and worked with DPC navigating these unprecedented times.

However, due to recent attrition and the need for backup when the staff is out of office, there is an imminent need to ensure business continuity. Additionally, 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. Recess will serve as a backup in this section, providing a seamless transition. They have worked with the team to develop Standard Operating Procedures to ensure continuity. Lastly, this extension allows a brief period for the new contract manager to assess and determine a strategy for the future.

Anticipated Cost and funding source:

Approximately \$170k with reimbursables/pass-through total to not exceed \$300k for the extended year.

Schedule or Term of Contract:

The Department of Port Control is requesting to extend the term of the contract up to one year.

Previous Contracts:

Recess Creative	PS2018-059
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