



CITY OF CORPUS CHRISTI

AGENDA MEMORANDUM

Action Item for the City Council Meeting August 11, 2026

DATE: August 11, 2026

TO: Peter Zaroni, City Manager

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Marketing Services for CCIA

CAPTION:

Motion authorizing execution of a one-year service agreement, with three one-year options, with Morehead Dotts Ryback, Inc., of Corpus Christi, in an amount up to \$150,000.00, with a potential up to \$600,000.00 if the options are exercised, for marketing services for the Corpus Christi International Airport.

SUMMARY:

The purpose of this request is to execute a professional services agreement with a qualified marketing agency to develop and execute comprehensive strategic marketing, advertising, and public relations campaigns for the Corpus Christi International Airport (CCIA). Engaging a dedicated marketing firm is essential to drive passenger growth, increase non-aeronautical terminal revenues, and boost regional market share by actively promoting existing airline routes and attracting new air service opportunities. Approval of this agreement ensures CCIA maintains a strong, competitive brand presence across key travel markets, minimizes local passenger leakage, and effectively communicates critical airport infrastructure and service developments to the community and surrounding trade areas.

BACKGROUND AND FINDINGS:

To drive passenger retention and strengthen the airport's regional market share, the selected agency will execute a data-driven marketing strategy tailored to Corpus Christi International Airport. The agency will begin by identifying core passenger demographics, geographic catchment areas, and travel personas across the Greater Corpus Christi region to establish clear targeting segments for growth.

Building upon these audience insights, the agency will provide end-to-end creative and media

placement services in close collaboration with the Airport Marketing Manager. This encompasses concept development, design, and production for a full range of traditional and digital channels, including social media, display banners, traditional print, radio, television, streaming media, and out-of-home advertising.

In terms of campaign management, the advertiser will oversee paid media placements and special projects, actively executing Search Engine Marketing (SEM) through Google Ads alongside retargeting and display advertising on high-traffic websites frequented by CCIA's target audiences.

Throughout the campaign lifecycle, the agency will continuously monitor and analyze key performance metrics, such as impressions, total clicks, click-through rates (CTRs), conversions, and relevant search volume. If a campaign performs below projections, the advertiser will make real-time adjustments to optimize media placement and maximize return on ad spend.

Ultimately, these combined efforts are expected to elevate route awareness for existing airlines, reduce passenger leakage to competing regional airports, improve overall ad conversion rates, and drive non-aeronautical revenue growth for CCIA.

PROCUREMENT DETAIL:

Finance & Procurement conducted a competitive Request for Proposal (RFP) to obtain qualified firms that provide marketing services. Nine responsive, responsible proposals were received and evaluated by the City's evaluation committee. Five firms were interviewed according to technical and evaluation criteria on the RFP.

The evaluation committee was comprised of members from the Airport and Communications Department. Proposals were evaluated against the published criteria in the RFP. The evaluation committee rated each proposer and was scored according to 1.) creative process for building campaign, 2.) firms' experience, 3.) team experience, 4.) understanding of project scope, and 5.) price. Final scores were tabulated for each firm to determine the highest-ranking firm offering the best value to CCIA. Staff is recommending award to Morehead Dotts Ryback, Inc. (MDR).

ALTERNATIVES:

Several alternatives were considered prior to making this recommendation. Relying solely on internal Airport staff was evaluated; however, while internal personnel manage baseline communications and local airport outreach, executing the broad, aggressive outreach needed to significantly expand market exposure requires specialized capabilities. Partnering with a dedicated agency provides access to advanced market segmentation tools, proprietary travel data, and sophisticated real-time performance analytics that are essential for scaling multi-channel campaigns, maximizing regional passenger reach, and capturing market share.

FISCAL IMPACT:

The financial impact of the service agreement in FY26 is not to exceed the one-year contract amount of \$150,000.00.

Funding Detail:

Fund:	4610
Organization/Activity:	35000 - Airport Administration
Department:	53 - Aviation
Project # (CIP Only):	N/A
Account:	530500

RECOMMENDATION:

City Staff recommends approving this motion as presented.

LIST OF SUPPORTING DOCUMENTS:

Service Agreement
Evaluation Matrix