

Morehead Dotts Ryback Marketing Agency Service Agreement

Motion authorizing a one-year service agreement with Morehead Dotts Ryback, Inc. to provide a comprehensive Marketing Campaign for the Corpus Christi International Airport.



**Corpus Christi International Airport
Director – Richard McCurley**

August 11, 2026

CCIA Marketing Services

Background

On January 19, 2026, procurement put out an RFP for Marketing Services at the Corpus Christi International Airport (RFP 6978)

- Basic Scope: Expand and evolve the marketing presence and strategy at the Corpus Christi International Airport
- Term: 1-year with three 1-year renewal options
- Budget: \$150,000/yr + proposed monthly creative service costs
- 9 responsive bids received
 - 5 firms interviewed

CCIA Marketing Services

CCIA Marketing Goals and Expectations

Overall goal to expand and evolve the existing “Enjoy Some Fresh Air” campaign, with focus on reducing passenger leakage to other airports, and to show the benefits and attractiveness of CCIA to residents.

Scope:

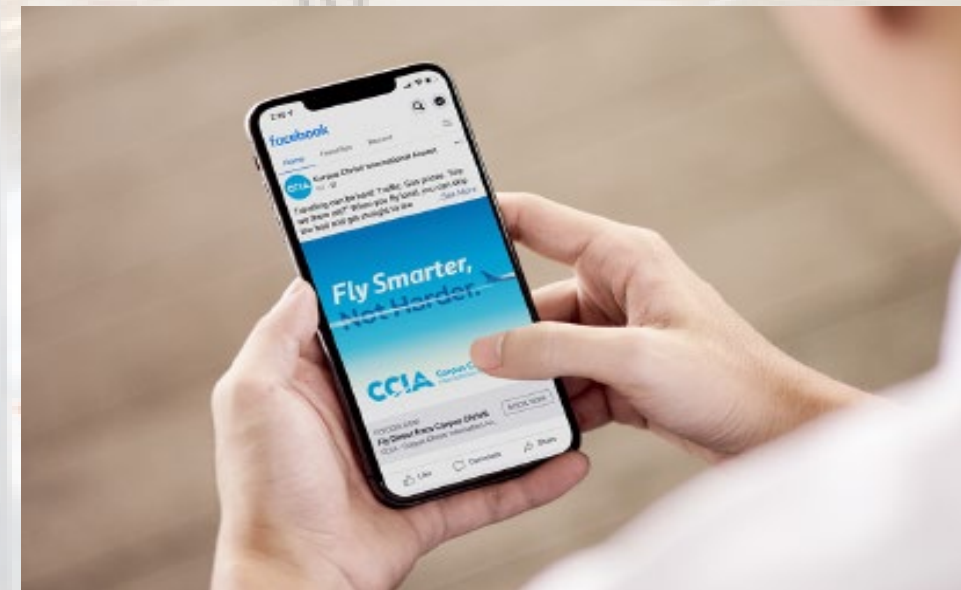
- Identify CCIA’s target audience
- Develop a marketing strategy to promote air travel through CCIA
- Provide creative content through digital, social, and physical print methods
- Potential new air service campaigns and marketing
- Monitor campaign status through analytical reports, and make changes to increase impressions and views
- Manage the traffic of advertisements (search engines and display advertising)
- Consult with CCIA on media markets (TV, radio, streaming, print, digital)

CCIA Marketing Services

MDR Past CCIA Projects

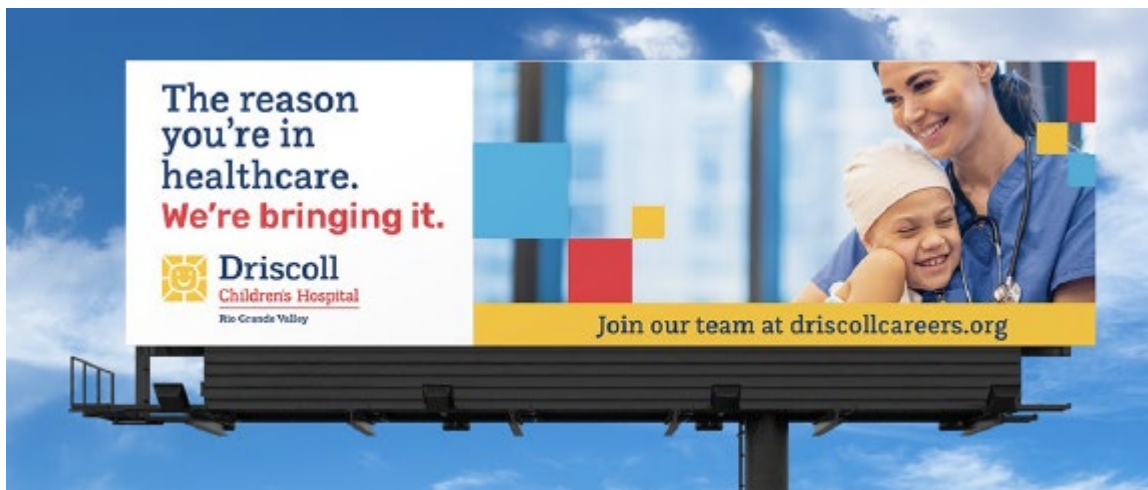
CCIA Marketing Support in 2012, 2021, and 2022

- Comprehensive marketing and action plan
- Brand standards guide
- Fly local pledge



CCIA Marketing Services

MDR Past Local Projects



CCIA Marketing Services

Summary

- Motion authorizing a one-year service agreement with Morehead Dotts Ryback, Inc. of Corpus Christi to provide a comprehensive Marketing Campaign targeted to prospective Corpus Christi visitors and Corpus Christi residents to choose CCIA for their travel, therefore reducing leakage to other airports, increasing enplanements, and raising load factors at CCIA.
- One-year service agreement with 3 one-year options with Morehead Dotts Ryback, Inc. 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.