



## AGENDA MEMORANDUM

Action Item for the City Council Meeting March 19, 2024

**DATE:** March 19, 2024  
**TO:** Peter Zanoni, City Manager  
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### Digital Marketing Campaign for CCIA

#### **CAPTION:**

Motion authorizing execution of a one-year service agreement, with a one-year option, with Pavlov Advertising, LLC, of Fort Worth, in an amount not to exceed \$150,000.00, with a potential of \$300,000.00 if the option is exercised, for a digital marketing campaign for the Corpus Christi International Airport (CCIA), with FY 2024 funding of \$75,000.00 from the Airport Operating Fund.

#### **SUMMARY:**

Motion authorizing a one-year service agreement with Pavlov Advertising, LLC 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.

#### **BACKGROUND AND FINDINGS:**

Approximately 68% of air travelers in the Coastal Bend region are choosing to drive to larger airports, such as San Antonio, Austin, and Houston, for cheaper fares and non-stop flights. This "leakage" makes it more difficult to convince commercial airlines to add or increase service at CCIA.

A targeted marketing campaign will showcase the convenience and benefits of using a local airport, ultimately encouraging residents to choose CCIA for their travel needs. A part of the marketing campaign will focus on targeting prospective travelers from surrounding cities to increase tourism and drive more traffic to the airport.

**PROCUREMENT DETAIL:**

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

The evaluation committee was comprised of members from Airport 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 the City. Staff is recommending award to Pavlov Advertising, LLC.

**ALTERNATIVES:**

Alternatives include using Airport staff to create the marketing campaign, but staff do not have access to resources that a marketing firm may have such as first-party data, market segmentation, and a reporting dashboard on marketing campaign success. Alternatives also include entering a service agreement with another responding firm, who are capable of such services but at a higher cost to the City.

**FISCAL IMPACT:**

The financial impact of the service agreement in FY24 is not to exceed the one-year contract amount of \$150,000.00.

**FUNDING DETAIL:**

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

**RECOMMENDATION:**

City staff recommend approving this motion as presented.

**LIST OF SUPPORTING DOCUMENTS:**

Service Agreement  
Evaluation Matrix