



## **AGENDA MEMORANDUM**

Action Item for the City Council Meeting March 16, 2021

**DATE:** March 16, 2021

**TO:** Peter Zaroni, City Manager

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Digital Marketing Campaign for CCIA
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### **CAPTION:**

Motion authorizing a one-year service agreement for Digital Marketing Campaign for the Corpus Christi International Airport (CCIA) with Bell Media LLC of Montgomery, Alabama for a total amount of \$89,880.00, with FY 2021 funding available through the Airport Fund.

### **SUMMARY:**

Motion authorizing a one-year service agreement with Bell Media LLC to provide a comprehensive Digital Marketing Campaign to entice travelers in the Coastal Bend to choose CCIA, therefore reducing leakage to other airports, increasing enplanements, and raising load factors at CCIA.

### **BACKGROUND AND FINDINGS:**

Prior to the COVID-19 pandemic, approximately 45% of air travelers in this region were choosing to drive to larger airports to get cheaper fares and non-stop flights. This "leakage" makes it more difficult to convince the commercial airlines to increase service at CCIA. CCIA has an opportunity to get in front of people who are planning to travel again soon by implementing a digital campaign that targets people as they search on line for flights and retargets those who do not respond immediately to the marketing messages. The goal is to convince the traveler to book their trip out of CCIA.

A similar 6-month campaign launched in June of 2020 yielded results that contributed to reducing leakage by as much as 14 percentage points some months. In the wake of the COVID-19 pandemic, travelers are more inclined than ever to avoid big crowds and to opt for airports that offer convenience, plenty of space for social distancing, and a clean and comfortable experience.

### **CONTRACTS AND PROCUREMENT:**

Contracts and Procurement conducted a competitive Request for Proposals process to obtain proposals from qualified firms to provide a Digital Marketing Campaign for CCIA. The evaluation committee included City staff from the Aviation Department and an Advisory Board member. The City received five proposals, two proposals being non-responsive, and evaluated them against the published criteria. Two proposals were deemed non-responsive for not using the correct pricing form as each developer must submit a pricing breakdown as part of their proposal. The 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 Bell Media, LLC as the highest-ranking firm.

### **ALTERNATIVES:**

CCIA's marketing dollars can be spent on a variety of media. None allow the kind of market targeting that can be accomplished with search engine engagement.

### **FINANCIAL IMPACT:**

The financial impact of the service agreement in FY 2021 is not to exceed the one-year contract amount of \$89,880.

### **Funding Detail:**

Fund:	4610
Organization/Activity:	35000 - Airport
Mission Element:	274
Project # (CIP Only):	N/A
Account:	530500

### **RECOMMENDATION:**

Staff recommends approval of this motion authorizing a one-year service agreement with Bell Media, LLC as presented.

### **LIST OF SUPPORTING DOCUMENTS:**

Evaluation Matrix  
Service Agreement