

**COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION**

DATE: February 19, 2021

TO: Supervisor Marcelia Nicholson, Chairperson, County Board

FROM: Donna Brown-Martin, Director, Department of Transportation

SUBJECT: **From the Director, Department of Transportation, requesting authorization to amend a Professional Services Contract for Airport Air Service Development Consulting and related Market Research**

POLICY

A multi-year professional services contract with an aggregate value of greater than \$300,000 requires County Board approval.

BACKGROUND

Milwaukee Mitchell International Airport (MKE) has long retained an air service consulting firm for ongoing work on air service development and related market research.

The consultant supports MKE Air Service Development staff in their efforts to provide a robust level of reasonably priced air service for travelers in the region. The Airport's intent in contracting for this work is to provide analytical data and strategic planning support, toward the goal of a high level of air service at MKE through the addition of seats, flights and/or new routes by new or current carriers. In addition, the consultant and its Milwaukee-area partners provide market intelligence, research and data about commerce, trade, and traveler demographics in the local region to enhance airlines' understanding of the MKE market.

REQUEST FOR PROPOSALS

Proposals were solicited for a consultant to perform air service development and related market research in early fall 2020.

Notice of the RFP was shared with the Milwaukee County Community Business Development Partners office for notification to vendors. Advertisements offering the request for proposals (RFP) were placed online in the business opportunities sections of Airports Council International – North America and American Association of Airport Executives.

Proposals were submitted by three firms. The proposals were reviewed and scored by a panel of Airport staff and managers for conformance with criteria outlined in the RFP.

The RFP set a goal of 17% TBE participation.

RECOMMENDATION

Airport staff selected and recommend the vendor Campbell-Hill Aviation Group, LLC (C-H), which was the top scoring vendor from the RFP process. The program proposed by C-H includes a plan for air service development consulting and related market research that would benefit the Airport in its efforts to provide a robust level of reasonably-priced air service for travelers in the region. The professional services agreement with C-H includes a 17 percent (17%) TBE participation level through the Milwaukee-based firm of Abrazo Multicultural Marketing & Communication, a certified TBE by Milwaukee County's office of Community Business Development Partners.

The Airport included language for entering into a multi-year professional services agreement in the 2021 Budget narrative for this purpose. However, the competitive RFP selection process could not be concluded in time for the selected vendor to be known and included in final budget narrative for approval as part of the budget process. Therefore, this request is completing the process started in the budget bringing final vendor selection and multi-year contract authority to policymakers for approval. Due to timing and to enable services to be provided without interruption, the Airport entered into a temporary contract for provision of air service development and related market research consulting services with C-H until such time as this multi-year contract is able to be considered for approval by policymakers. The requested action would take the current contract entered into with C-H that was effective as of January 1, 2021 and amend it allowing it to continue with the same terms and conditions for a three-year base term after which there would be an option for the County to extend further for up to three one-year periods. The amount of the contract for 2021 is \$100,000, and each successive year is \$150,000 annually.

Airport staff recommends that the selection of Campbell-Hill Aviation Group, LLC be approved and further recommends that the Airport Director be authorized to amend the current agreement between Milwaukee County and Campbell-Hill Aviation Group, LLC to provide the Airport air service development consulting and related market research services.

FISCAL NOTE

Funding for this service is included in the Airport's 2021 operating budget. There is no fiscal effect on the tax levy of Milwaukee County.

The Airport would include funding for future years of the contract in each subsequent year's operating budget.

Prepared by:

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Submitted by:

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Donna Brown-Martin, Director, Department of Transportation