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From the Director, Department of Transportation, requesting authorization to execute a multi-year Professional Services Contract with Boelter + Lincoln in the amount of \$250,000 per year for marketing and communications services at General Mitchell International Airport, and Lawrence J. Timmerman Airport, effective upon final signatures by both parties, and extending through December 31, 2018, with two additional one-year renewal options, by recommending adoption of the following:

A RESOLUTION

WHEREAS, General Mitchell International Airport (GMIA) has long retained the services of a marketing and communications agency; and

WHEREAS, the current agency contract ended on December 31, 2016; and

WHEREAS, proposals were solicited under Official Notice No. 7139 for marketing and communications services for GMIA and Lawrence J. Timmerman Airport; and

WHEREAS, two proposals were received and evaluated in accordance with the requirements as outlined in the Request for Proposals (RFP); and

WHEREAS, the recommendation of the RFP selection committee is to enter into a Professional Services Contract with Boelter + Lincoln; and

WHEREAS, the Committee on Transportation, Public Works, and Transit, at its meeting of January 18, 2017, recommended adoption of File No. 17-71 (vote 4-0); and

WHEREAS, the Committee on Finance and Audit, at its meeting of January 26, 2017, recommended adoption of File No. 17-71 (vote 6-0); now, therefore,

BE IT RESOLVED, the Director, Department of Transportation, and the Airport Director, General Mitchell International Airport (GMIA), are hereby authorized and directed to execute a Professional Services Contract between Milwaukee County (the County) and Boelter + Lincoln to provide marketing and communications services for GMIA and Lawrence J. Timmerman Airport for a term that will commence upon final signatures by both the contractor and the County, subsequent to approval by the County Executive and Milwaukee County Board of Supervisors, and extend through December 31, 2018, with two one-year options for renewal, and in an amount not-to-exceed \$250,000 annually.