

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: February 19, 2021

TO: Marcelia Nicholson, Chairperson, Milwaukee County Board of Supervisors

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

SUBJECT: REQUESTIG AUTHORIZATION TO AMEND AN AIRPORT MARKETING & COMMUNICATIONS AGENCY CONTRACT

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 a marketing and communications firm. The firm has used a variety of methods to promote the Airport, including target market research, strategy development and production and placement of online, outdoor, broadcast and print advertising.

AGENCY REVIEW PROCESS

Proposals were recently solicited for an agency to perform marketing and communications work for both MKE and Timmerman airports beginning in 2021.

The Request for Proposals (RFP) was posted by DAS-Procurement on the Milwaukee County Website via the Bonfire system. Notice of the RFP was shared with Milwaukee County Community Business Development Partners office for notification to vendors.

Qualified proposals were submitted by six agencies. The proposals were reviewed by a selection committee comprised of Airport and other County staff.

The RFP set a goal of 17% DBE participation.

RECOMMENDATION

The RFP evaluation committee selected and recommend the vendor 2-Story Creative. The program proposed by 2-Story included a blend of marketing and communications initiatives the committee believed would most benefit the Airports in attracting new passengers and air service. The selected firm is a Milwaukee based Disadvantaged Business Enterprise and will achieve 100% TBE participation, which exceeds the County's 17% goal.

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 the 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 airport marketing and communications services with 2-Story Creative 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 2-Story Creative and amend it allowing it to continue with the same terms and conditions for a two-year base term after which there would be an option for the County to extend further for up to two one-year periods. The amount of the contract is \$250,000 annually.

Airport staff recommends that the selection of 2-Story be approved and further recommends that the Airport Director be authorized to amend the current professional services agreement between Milwaukee County and 2-Story to provide the Airport marketing and communications 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: Harold Mester, Director of Public Affairs & Marketing, Airport

Approved by:

Julie Esch, Deputy Director

Donna Brown-Martin, Director
Department of Transportation