

From the Director, Department of Transportation, Requesting Authorization to Amend an Airport Marketing and Communications Agency Contract, by recommending adoption of the following:

A RESOLUTION

WHEREAS, Milwaukee Mitchell International Airport has long retained the services of a marketing and communications agency; and

WHEREAS, proposals were solicited under Official Notice No. 98200024 for marketing and communications services for Milwaukee Mitchell International and Lawrence J. Timmerman Airports; and

WHEREAS, six 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 that 2-Story Creative best meets the criteria outlined in the RFP; and

WHEREAS, the Committee on Finance, at its meeting of March 18, 2021, recommended adoption of File No. 21-270 (vote 6-0); now, therefore,

BE IT RESOLVED, the Director, Department of Transportation, and the Airport Director, Milwaukee Mitchell International Airport, are hereby authorized to amend the current agreement between Milwaukee County (the County) and 2-Story Creative, to provide marketing and communications services for Milwaukee Mitchell International and Lawrence J. Timmerman Airports for a two-year base term, at which time there would be an option for the County to extend further for up to two one-year periods; and

BE IT FURTHER RESOLVED; the cost of the contract is \$250,000 annually.