

10-12-1550
(Do Not Write Above This Line)

First Reading

Committee _____
Date _____
Chair A
Referred To _____

FINAL COUNCIL ACTION
 2nd 1st & 2nd 3rd
 Readings
 Consent V Vote RC Vote

A RESOLUTION
BY TRANSPORTATION COMMITTEE

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE AND AWARD CONTRACT NO. FC-5038, COMPREHENSIVE DEVELOPMENT OF AIRPORT BRANDING AND ADVERTISING PROGRAM, WITH FUSEIDEAS AND FOR THE AVIATION GENERAL MANAGER, OR HIS DESIGNEE, TO ISSUE TASK ORDERS UNDER THE CONTRACT, IN AN AMOUNT NOT TO EXCEED \$750,000.00, TO SERVE AS THE DEPARTMENT OF AVIATION'S ADVERTISING AGENCY OF RECORD FOR HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT. ALL SERVICES WILL BE CHARGED TO AND PAID FROM FDOA 5501 (AIRPORT REVENUE FUND) 180405 (DOA MARKETING AND BUSINESS DEVELOPMENT) 5212001 (CONSULTING/PROFESSIONAL SERVICES); AND FOR OTHER PURPOSES.

Committee TRANSPORTATION

Date 9-1-10

Chair _____

Action _____

Fav, Adv, Hold (see rev. side)

Other _____

Members

[Handwritten signatures]
Abs

Refer To _____

Committee _____

Date _____

Chair _____

Action _____

Fav, Adv, Hold (see rev. side)

Other _____

Members _____

Refer To _____

Committee _____

Date _____

Chair _____

Action _____

Fav, Adv, Hold (see rev. side)

Other _____

Members _____

Refer To _____

Committee _____

Date _____

Chair _____

Action _____

Fav, Adv, Hold (see rev. side)

Other _____

Members _____

Refer To _____

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred _____

Referred To: _____

Date Referred _____

Referred To: _____

Date Referred _____

Referred To: _____

ADOPTED BY

SEP 07 2010

COUNCIL

AS AMENDED

CERTIFIED

CERTIFIED
SEP 07 2010

ATLANTA CITY COUNCIL
CITY OF ATLANTA
DEPT. OF PROCUREMENT
2010 AUG 10 PM 12:13

CERTIFIED
SEP 07 2010
Florida Daughin Johnson
MUNICIPAL CLERK

MAYOR'S ACTION

APPROVED

SEP 16 2010

WITHOUT SIGNATURE
BY OPERATION OF LAW



CITY COUNCIL
ATLANTA, GEORGIA

**AN AMENDED RESOLUTION
BY: TRANSPORTATION COMMITTEE**

10-R-1550

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE AND AWARD CONTRACT NO. FC-5038, COMPREHENSIVE DEVELOPMENT OF AIRPORT BRANDING AND ADVERTISING PROGRAM, WITH FUSEIDEAS AND FOR THE AVIATION GENERAL MANAGER, OR HIS DESIGNEE, TO ISSUE TASK ORDERS UNDER THE CONTRACT, IN AN AMOUNT NOT TO EXCEED \$750,000.00, TO SERVE AS THE DEPARTMENT OF AVIATION'S ADVERTISING AGENCY OF RECORD FOR HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT. ALL SERVICES WILL BE CHARGED TO AND PAID FROM FDOA 5501 (AIRPORT REVENUE FUND) 180405 (DOA MARKETING AND BUSINESS DEVELOPMENT) 5212001 (CONSULTING/PROFESSIONAL SERVICES); AND FOR OTHER PURPOSES.

WHEREAS, the City of Atlanta ("City") is owner and operator of Hartsfield-Jackson Atlanta International Airport, a large hub airport and the world's busiest airport; and

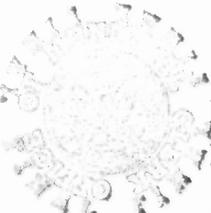
WHEREAS, The City of Atlanta did solicit Request for Proposals from qualified advertising agencies for FC-5038, Comprehensive Development of Airport Branding and Advertising Program; and

WHEREAS, after review and evaluation of the proponents' qualifications and analysis of the technical proposals by City personnel, the Interim Aviation General Manager and the Chief Procurement Officer recommend the award and execution of an agreement with Fuseideas. They have also determined that it is desirable and in the City's best interest to assign projects to Fuseideas in the form of Task Orders under the Contract; and

WHEREAS, the term of the Contract shall be for two (2) years, with an additional one (1) year option for renewal at the City's sole discretion.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, that the Mayor is authorized to award and execute on behalf of the City of Atlanta, Contract FC-5038, Comprehensive Development of Airport Branding and Advertising Program, with Fuseideas, and the Aviation General Manager, or his designee, is authorized to issue task orders under the contract, in an amount not to exceed \$750,000.00 over a three period, subject to the availability of funds. Payments will be disbursed in amounts not to exceed the following:

FY 2011	\$250,000	5501.180405.5212001
FY 2012	\$250,000	5501.180405.5212001
FY 2013	\$250,000	5501.180405.5212001



BE IT FURTHER RESOLVED, that the term of the Contract shall be for two (2) years, with an additional one (1) year option for renewal at the City's sole discretion.

BE IT FURTHER RESOLVED, that all services for said contracted work shall be charged to and paid from FDOA 5501 (Airport Revenue Fund) 180405 (DOA Marketing and Business Development) 5212001 (Consulting/Professional Services).

BE IT FURTHER RESOLVED, that the Aviation General Manager shall provide the Transportation Committee with an annual report on the firm's activities and the incremental increase in savings and/or revenue generation accomplished as a result, if applicable.

BE IT FURTHER RESOLVED, that the City Attorney is hereby directed to prepare an appropriate agreement for execution by the Mayor, to be approved as to form by the City Attorney.

BE IT FINALLY RESOLVED, that said agreement will not become binding on the City and the City will incur no obligation or liability under it until it has been executed by the Mayor, attested to by the Municipal Clerk, approved as to form by the City Attorney and delivered to Fuseideas. The Task Order will not become binding on the City and the City will incur no obligation or liability under it until it has been executed by the Aviation General Manager or his designee and delivered to Fuseideas.

A true copy,

Rhonda Dauphin Johnson
Municipal Clerk

ADOPTED as amended by the Council
RETURNED WITHOUT SIGNATURE OF THE MAYOR
APPROVED as per City Charter Section 2-403

SEP 07, 2010

SEP 16, 2010

RCS# 538
9/07/10
4:30 PM

Atlanta City Council

REGULAR SESSION

10-R-1550

AUTH.MAYOR TO EXECUTE CONTRACT NO.FC5038
COMP.DEVELOP.OF AIPROT BRANDING& ADVERT.
ADOPT AS AMEND

YEAS: 13
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 2
EXCUSED: 1
ABSENT 0

Y Smith	E Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	NV Watson
Y Young	Y Shook	Y Bottoms	Y Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

10-R-1550