

13- R -0127

(Do Not Write Above This Line)

A RESOLUTION
BY TRANSPORTATION COMMITTEE

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE A RENEWAL AGREEMENT WITH FUSEIDEAS GROUP, LLC FOR FC-5038, COMPREHENSIVE DEVELOPMENT OF AIRPORT BRANDING AND ADVERTISING PROGRAM, ON BEHALF OF THE DEPARTMENT OF AVIATION, IN AN AMOUNT NOT TO EXCEED \$500,000.00; ALL CONTRACTED WORK 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.

ADOPTED BY

FEB 04 2013

COUNCIL

- 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:

First Reading

Committee _____
 Date _____
 Chair _____
 Referred To _____

Committee Transportation
 Date January 30, 2013
 Chair [Signature]
 Action
 Fav, Adv, Hold (see rev. side)
 Other
 Members
[Signatures]
 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 _____

FINAL COUNCIL ACTION

- 2nd 1st & 2nd 3rd
 Readings
 Consent V Vote RC Vote

CERTIFIED

CERTIFIED
 FEB 04 2013
 ATLANTA CITY COUNCIL PRESIDENT
[Signature]

CERTIFIED
 FEB 04 2013
 Rhonda Douglas Johnson
 MUNICIPAL CLERK

MAYOR'S ACTION

APPROVED

FEB 13 2013

WITHOUT SIGNATURE
BY OPERATION OF LAW



**A RESOLUTION
BY TRANSPORTATION COMMITTEE**

13- R -0127

A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE A RENEWAL AGREEMENT WITH FUSEIDEAS GROUP, LLC FOR FC-5038, COMPREHENSIVE DEVELOPMENT OF AIRPORT BRANDING AND ADVERTISING PROGRAM, ON BEHALF OF THE DEPARTMENT OF AVIATION, IN AN AMOUNT NOT TO EXCEED \$500,000.00; ALL CONTRACTED WORK 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”) owns and operates Hartsfield-Jackson Atlanta International Airport (“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, the City entered into an agreement with Fuseideas Group, LLC (“Fuesideas”) on January 7, 2011; and

WHEREAS, the base term of the agreement is two (2) years with a renewal option for one (1) additional year; and

WHEREAS, the agreement is set to end on January 6, 2013; and

WHEREAS, the Department of Procurement has approved a ninety (90) day extension; and

WHEREAS, the Aviation General Manager and the Chief Procurement Officer recommend the execution of a renewal agreement with Fuseideas, in an amount not to exceed \$500,000.00.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF ATLANTA, GEORGIA, that the Mayor is authorized to enter into a renewal agreement with Fuseideas Group, LLC, for FC-5038, Comprehensive Development of Airport Branding and Advertising Program, in an amount not to exceed \$500,000.00.

BE IT FURTHER RESOLVED, that the renewal term will be for a one (1) year period.

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.

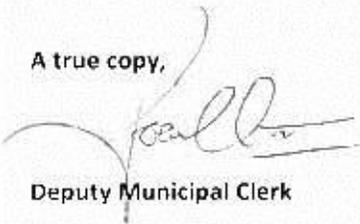


BE IT FURTHER RESOLVED, that all services for said contracted work shall be charged to and paid from FDOA 5501 (Airport Revenue Fund) 180405 (DOA New Business Development) 5212001 (Consulting/Professional Services). Payments will be disbursed in amounts not to exceed the following:

FY 2013	\$50,000	5501.180405.5212001
FY 2014	\$450,000	5501.180405.5212001

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 Group, LLC.

A true copy,



Deputy Municipal Clerk

ADOPTED by the Atlanta City Council
APPROVED as per City Charter Section 2-403

February 04, 2013
February 13, 2013

RCS# 2539
2/04/13
3:44 PM

Atlanta City Council

CONSENT I

CONSENT AGENDA SECTION I; 2/4/2013
EXCEPT 13-O-0025 AND 13-O-0171
ADOPT

YEAS: 12
NAYS: 0
ABSTENTIONS: 0
NOT VOTING: 2
EXCUSED: 0
ABSENT 2

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

CONSENT I

		02-04-13
ITEMS ADOPTED ON CONSENT	ITEMS ADOPDED ON CONSENT	ITEMS ADVERSED ON CONSENT
1. 12-O-1150	35. 13-R-0176	49. 13-R-0148
2. 12-O-1428	36. 13-R-0135	50. 13-R-0149
3. 12-O-1825	37. 13-R-0136	51. 13-R-0150
4. 13-O-0026	38. 13-R-0137	52. 13-R-0151
5. 13-O-0027	39. 13-R-0138	53. 13-R-0152
6. 13-O-0021	40. 13-R-0139	54. 13-R-0153
7. 13-O-0022	41. 13-R-0140	55. 13-R-0154
8. 13-O-0023	42. 13-R-0141	56. 13-R-0155
9. 13-O-0024	43. 13-R-0142	57. 13-R-0156
10. 12-O-1674	44. 13-R-0143	58. 13-R-0157
11. 13-O-0028	45. 13-R-0144	59. 13-R-0158
12. 13-O-0029	46. 13-R-0145	60. 13-R-0159
13. 13-O-0032	47. 13-R-0146	61. 13-R-0160
14. 13-O-0165	48. 13-R-0147	62. 13-R-0161
15. 13-O-0169		
16. 13-O-0172		
17. 12-O-1761		
18. 13-O-0002		
19. 13-O-0003		
20. 13-O-0166		
21. 13-O-0168		
22. 13-R-0121		
23. 13-R-0122		
24. 13-R-0130		
25. 13-R-0131		
26. 13-R-0127		
27. 13-R-0128		
28. 13-R-0123		
29. 13-R-0124		
30. 13-R-0125		
31. 13-R-0133		
32. 13-R-0117		
33. 13-R-0118		
34. 13-R-0120		