

**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.

Part II: Legislative White Paper: (This portion of the Legislative Request Form will be shared with City Council members and staff)

A. To be completed by Legislative Counsel:
Committee of Purview:
Caption:
Council Meeting Date:
Requesting Dept.:
FAC Confirmed by:

B. To be completed by the department:

1. Please provide a summary of the purpose of this legislation (Justification Statement).

A resolution authorizing the Mayor to execute a renewal agreement for Contract No. FC-5038, Comprehensive Development of Airport Branding and Advertising Program, with Fuseideas and for the Aviation General Manager to issue task orders under the contract.

2. Please provide background information regarding this legislation.

The Department of Aviation seeks to secure the professional services of a qualified firm to serve as its advertising agency of record. The advertising agency will assist the Marketing and Business Development Department address a range of activities associated with developing and executing marketing and promotional campaigns aimed at generating incremental revenue from automobile parking and all other sources of non-aeronautical revenue such as food and beverage and retail.

The agency of record will perform tasks including but not limited to:

- Creative development of print, broadcast & online advertisements
- Creative development of campaigns, direct mail promotions and special events,
- Branding
- Media Brokering
- App, website, or other branding-related software development

All services will be rendered and performed on a task order basis with remuneration based on actual hourly rates times the agreed upon multiplier.

Justification:

The requirement to generate additional non-airline revenue is more compelling than ever. Well-planned and executed marketing and promotional campaigns aimed at persuading airport consumers to spend more are crucial to meet the Department's goal of increasing non-airline revenue. It is imperative that the Department of Aviation develop a more aggressive and sophisticated approach relative to the marketing of consumer goods and services at the airport.

Securing the services of an Advertising Agency of Record will provide the department with access to highly experienced creative talent and resources not currently available. It will also provide the department with the means to secure more favorable advertising rates from local and national newspapers, magazines and radio - as the Agency of record buys large quantities of each at discounted rates.

3. If Applicable/Known:

- (a) **Contract Type (e.g. Professional Services, Construction Agreement, etc):** Professional Services.
- (b) **Source Selection:** Renewal of 10-R-1550
- (c) **Bids/Proposals Due:** N/A
- (d) **Invitations Issued:** N/A
- (e) **Number of Bids:** N/A
- (f) **Proposals Received:** N/A
- (g) **Bidders/Proponents:** N/A
- (h) **Term of Contract:** 1-Year

4. Fund Account Center (Ex. Name and number):

Fund: 5501 Account: 180405 Center: 5212001

5. Source of Funds: Example: Local Assistance Grant Aviation Budget

6. Fiscal Impact: Up to \$250,000

Example: This legislation will result in a reduction in the amount of _____ to Fund Account Center Number _____.

7. Method of Cost Recovery: Increased sales, greater customer satisfaction, etc.,

Examples:

- a. **Revenues generated from the permits required under this legislation will be used to fund the personnel needed to carry out the permitting process.**

- b. Money obtained from a local assistance grant will be used to cover the costs of this Summer Food Program.***

This Legislative Request Form Was Prepared By: Douglas I. Strachan

Date: November 26, 2012

To: Adam L. Smith, Esq., CPPB, CPPO
Chief Procurement Officer

From: Louis E. Miller 
Aviation General Manager

SUBJECT: FC-5038 – Comprehensive Development of Airport Branding & Advertising Program – Request for Renewal

The City of Atlanta entered into the subject Contract with Fuseideas Group, LLC on January 7, 2011. The initial term of the Contract was for two (2) years, with one (1) additional one (1) year renewal option at the sole discretion of the City. In order to prevent any potential lapse in service, a 90-Day Extension was previously requested by DOA on November 1, 2012.

We have now completed our review of Fuseideas Group, LLC's performance during the first term of the Contract and are recommending the Contract be renewed under this single renewal option for one (1) year in accordance with the terms and conditions of the Contract.

If additional information is required, please contact Philip Keller, Contracting Officer, at 404-382-2234.

cc: R. Council
S. Luben
D. Strachan
J. Mann
E. Jenkins
A. Williams
K. Patrick
G. Geeter
J. Boston
File



TRANSMITTAL FORM FOR LEGISLATION

TO: MAYOR'S OFFICE

ATTN: CANDACE L. BYRD

Dept.'s Legislative Liaison: Anita Williams

Contact Number: 404-530-6600

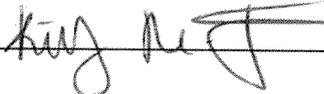
Originating Department: Aviation

Committee(s) of Purview: Transportation

Chief of Staff Deadline: 12/28/12

Anticipated Committee Meeting Date(s): 1/15/13

Anticipated Full Council Date: 1/22/13

Legislative Counsel's Signature: Kimberly Patrick 

Commissioner's Signature: 

Chief Financial Officer: N/A

Chief Information Officer Signature (for IT Procurements) N/A

Chief Procurement Officer Signature: 

CAPTION

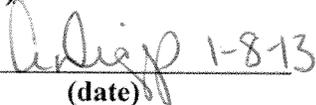
A RESOLUTION AUTHORIZING THE MAYOR TO EXECUTE A RENEWAL AGREEMENT WITH FUSEIDEAS GROUP, LLC FOR FC-5038, COMPREHENSIVE DEVELOPMENT OF AIRPORT BRANDING AND ADVERTISING PROGRAM, ON BEHALF OF THE DEPARTMENT OF AVIATION, IN AN AMOUNT NOT TO EXCEED \$500,000.00; ALL CONTRACTED WORK WILL BE CHARGED TO AND PAID FROM FDOA 5501 (AIRPORT REVENUE FUND) 180405 (DOA MARKETING AND BUSINESS DEVELOPMENT) 5212001 (CONSULTING/PROFESSIONAL SERVICES); AND FOR OTHER PURPOSES.

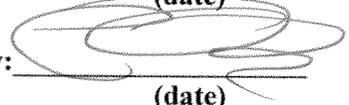
FINANCIAL IMPACT: (if any) \$500,000.00

Mayor's Staff Only

Received by CPO: 12/21/12
(date)

Received by LC from CPO: _____
(date)

Received by Mayor's Office:  1-8-13
(date)

Reviewed by: 
(date)

Submitted to Council: _____
(date)