



# Pinellas County

## Staff Report

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File #: 20-1439A, Version: 1

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### **Subject:**

Ranking of firms and agreement with Starmark International, Inc. for requirements of promotional and marketing services for the St. Pete-Clearwater International Airport.

### **Recommended Action:**

Approval of the ranking of firms and agreement with Starmark International, Inc. for requirements of promotional and marketing services for the St. Pete-Clearwater International Airport (PIE).

- The purpose of this contract is to provide marketing, advertising and public relations/communications services to support the mission of PIE.
- Specifically, this contract provides for the development of an integrated marketing and public relations program targeted at the traveling public, inbound visitors and outbound locals and, a comprehensive and cohesive marketing and outreach strategy to help build the brand and identity of PIE and its airlines and concessionaires to foster economic development.
- Estimated average annual expenditure of \$545,000.00, for a five-year not to exceed amount of \$2,725,000.00.
- With over 1 billion runway-dependent economic impact generated by commercial airlines serving over 50 non-stop destinations, substantial general and corporate aviation, and critical U.S. Coast Guard operations, PIE strives to educate the Tampa Bay area of the benefits it provides.

Contract No. 190-0613-P(JJ); estimated average annual expenditure \$545,000.00, for a 5-year not to exceed amount of \$2,725,000.00. Authorize the Chairman to sign and the Clerk of the Circuit Court to attest.

### **Strategic Plan:**

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts and culture to attract residents and visitors

### **Summary:**

This Agreement provides for marketing, advertising and public relations/communications services for the express purpose of promoting both domestic and international visitors and local outbound travelers.

The Airport requires strategic and creative support to respond quickly to opportunities to market new service, air service/fare promotions, new amenities/airport services, concessionaires, and emerging events/issues.

### **Background Information:**

A request for proposal was released on August 31, 2020, resulting in twenty (20) responsive submittals. On November 4, 2020, proposals were evaluated with the top four (4) ranked proposers

providing oral presentations on December 3, 2020. The contract has a term of five (5) years, with provision for one (1) 2-year term renewal. The firms in order of ranking are attached on the ranking spreadsheet.

**Fiscal Impact:**

Estimated average annual expenditure not to exceed \$545,000.00

Estimated five-year expenditure not to exceed \$2,725,000.00

Funding is derived from the Airport's operating budget.

**Staff Member Responsible:**

Thomas R. Jewsbury, Director, St. Pete-Clearwater International Airport

Merry Celeste, Division Director, Purchasing and Risk Management, Administrative Services

Joe Lauro, Director, Administrative Services

**Partners:**

N/A

**Attachments:**

Agreement

Ranking Spreadsheet