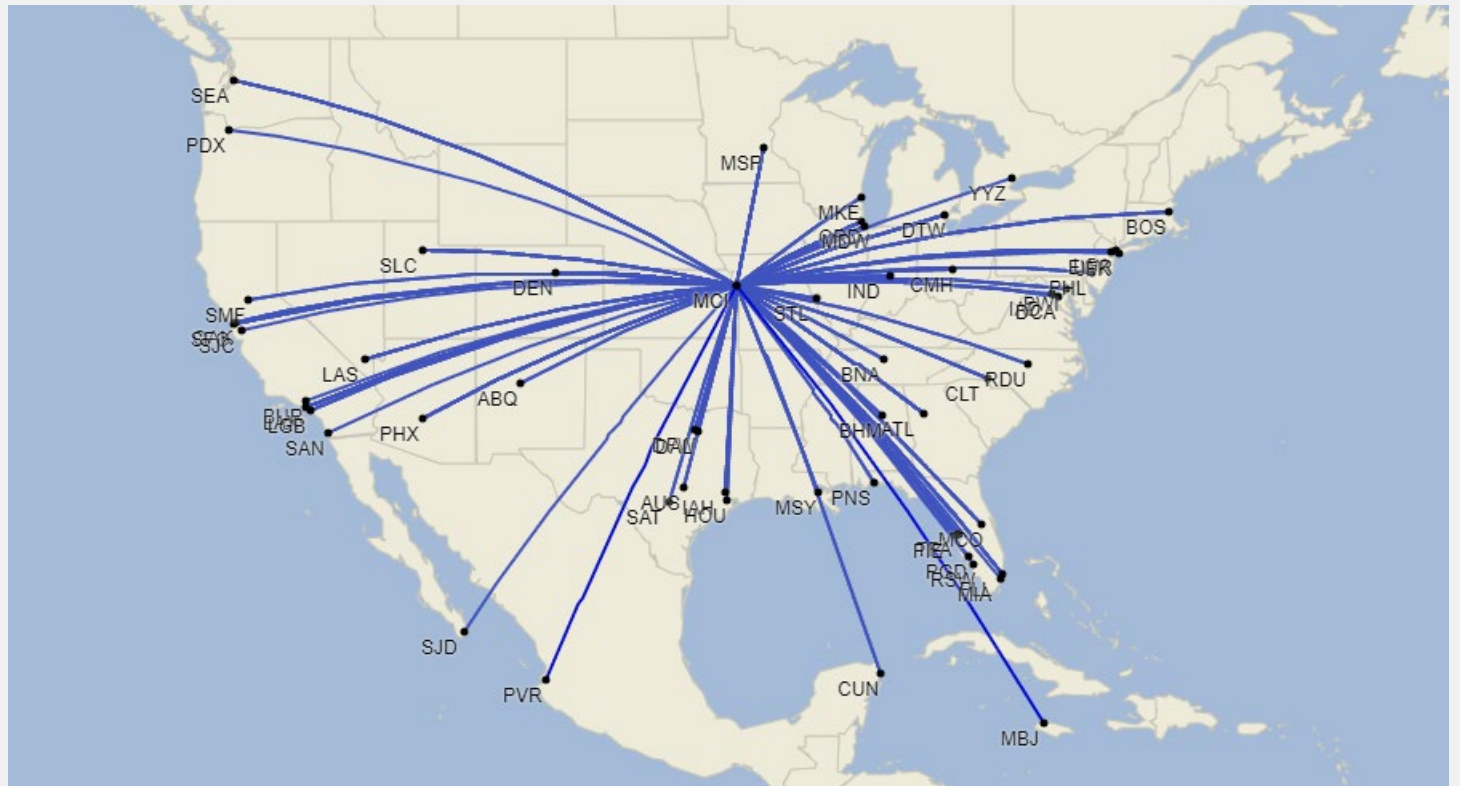


ORDINANCE No. 240880

Authorizing the Manager of Procurement Services to exceed the \$1,000,000.00 threshold with Trozzolo Communications Group for a five (5) year contract #6223080095 to provide full-service advertising and marketing assistance; authorizing the Manager of Procurement Services to amend and extend the contract; and authorizing the Aviation Director to expend funds appropriated to Account No. 628300-621030-612451 to purchase services for advertising and marketing.

- RFP issued on October 17, 2023, closed on December 14, 2023. 5 proposals received: Award made to Trozzolo Communications Group.
- Contract provides Aviation with Service Promotion of New Routes, and General Marketing Support services.
- 5-year term with a \$1,000,000 annual budget and \$5,000,000 not to exceed contract amount.
- MBE 10% and WBE 10% Goals for Contract.



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- Parking is a top revenue source for Aviation, clearing \$73,000,000 in fiscal year 2024
- Aviation's parking portfolio is 24,000 spaces, of which 17,000 are shuttle-based parking lots
- Competition for shuttle-based off-airport is increasing, with 6,500 new spaces coming online in 2025
- Aviation's airport parking revenue is collected at 100%, where off-airport collection is a concession-based 10%



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- Airport engagement in air service promotion is now expected by airline partners
- Passenger traffic levels are increasing at MCI, but recent gains lag airline capacity growth
- Aviation requires the ability to quickly and dynamically react to air service additions to ensure route success

