



PUBLIC SERVICES COMMITTEE MEETING

Meeting Date: September 24, 2024

Mass Media Marketing, LTD One Year Renewal Option (RFP 24-172C)

Department:	Augusta Regional Airport
Presenter:	Herbert L. Judon, Jr., Airport Executive Director
Caption:	Motion to approve exercising the one (1) year contract renewal option of the Mass Media Marketing, LTD (M3), three (3) year contract. Approved by Augusta Aviation Commission on August 29, 2024. (RFP 24-172C)
Background:	Mass Media Marketing, LTD (M3) has been AGS's marketing consultant since September 7, 2021. Since the agreement has been executed, the Airport's exposure to the community has increased tremendously. M3 has done an outstanding job for the Airport as they provide excellent customer service, stay on top of the latest marketing trends, and have a strong pulse on the community. Some of the projects executed through our partnership, M3 has overseen the creation and implementation of a new AGS logo, new commercials, strong digital presence, and an annual sweepstakes to name a few.
Analysis:	The Mass Media Marketing, LTD (M3) consulting contract (RFP 21-172) was executed on September 7, 2021 for a term of three (3) years with two (2) additional one (1) year option to renew based off mutual consent of both parties. The recommendation of award is for the first renewal option with one (1) remaining one (1) year renewal option.
Financial Impact:	N/A
Alternatives:	N/A
Recommendation:	Approval of exercising the first of two (2) one (1) year contract renewal options of the Mass Media Marketing, LTD (M3), three (3) year contract.
Funds are available in the following accounts:	This agreement has been budgeted into the Augusta Regional Airport Marketing & Customer Service budget: 551081122-5233112.
<u>REVIEWED AND APPROVED BY:</u>	N/A