

DATE: August 29, 2024

STAFF RESOURCE: Herbert L. Judon Jr., Airport Executive Director

PROJECT TITLE: Mass Media Marketing, LTD One Year Renewal Option

ACTION REQUESTED:

Exercise the one (1) year contract renewal option

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 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 original contract and mutual agreement letter were reviewed and approved by Augusta Richmond County Legal Department's Staff Attorney via Robert Kerr.

FINANCIAL:

This contract is retainer based with commission fees. This agreement has been budgeted into the Marketing & Customer Service budget 1122-52.33112.