



Commission Meeting

March 7, 2023

Contract with Departure Media, Inc. for In-Terminal Advertising Program at Augusta Regional Airport

Department:	Augusta Regional Airport
Presenter:	Herbert Judon
Caption:	Motion to approve a five-year contract with Departure Media, Inc. for In-Terminal Advertising program at Augusta Regional Airport. Approved by the Augusta Aviation Commission on January 26, 2023. (RFP 22-253) The contract had an initial term of five (5) years with no options for renewal (Approved by Public Services Committee February 28, 2023)
Background:	The Airport entered into a contract with Departure Media, Inc., in 2018, to handle the In-terminal advertising concession. The contract had an initial term of five (5) years with no options for renewal. As the contract came up on its expiration date, Airport staff went out for bid on the service and received one response from the current concessionaire. Procurement and Airport staff evaluated the proposal and determined that the Departure Media proposal was acceptable.
Analysis:	Airport staff is recommending selection of Departure Media, Inc. (DMI), to operate the Airport In-terminal Concession Program. DMI has accepted and signed the concession agreement. The agreement is for a five (5) year term with no option for renewal. The contract identifies the terms and conditions for the service and includes the vendor proposal as an exhibit.
Financial Impact:	This project provides revenue to the Airport with a 35% revenue share for static displays and 10% revenue share for digital displays if new technology displays are installed.
Alternatives:	To deny.
Recommendation:	Recommend Approval. Approved by the Augusta Aviation Commission on January 26, 2023.
Funds are available in the following accounts:	N/A
<u>REVIEWED AND APPROVED BY:</u>	