



Public.Services.Committee.Meeting

Meeting Date: 09/29/2026

Augusta Regional Airport (AGS) - Mass Media Marketing, LTD. (M3) Contract (Bid. RFQ 26-172)

Department:	Augusta Regional Airport (AGS)
Presenter:	Herbert L. Judon, Jr., Airport Executive Director
Caption:	Augusta Regional Airport (AGS) – Approve selection and award of contract to Mass Media Marketing, LTD (M3) for the Airport Marketing Agency pursuant to RFQ 26-172. The terms of the contract are for three years with two one-year options to extend.
Background:	The approved consultant will assist the Airport with a full spectrum of marketing, advertising, strategic communications, event management, digital media, creative development, and other related services. Mass Media Marketing, LTD (M3) currently serves as Augusta Regional Airport's marketing agency following its selection under RFP 21-172 in 2021. With the expiration of the existing contract term, the Airport Marketing Agency services were competitively solicited through the Augusta Procurement Department under RFQ 26-172. Resulting in four qualified bidders.
Analysis:	RFQ 26-172 was issued by the Augusta Procurement Department in 2026 for professional marketing agency services for Augusta Regional Airport. Following the solicitation, evaluation, and selection process, Mass Media Marketing, LTD (M3) was identified as the recommended vendor for award. The evaluation process determined that M3 demonstrated the qualifications, experience, resources, creativity, and expertise necessary to continue supporting Augusta Regional Airport's marketing and communications objectives. M3 also demonstrated a strong understanding of the Airport's brand, market, air service initiatives, community partnerships, and strategic goals. Mass Media Marketing, LTD (M3) has performed in an exemplary manner during its existing partnership with the Airport. The firm has demonstrated innovative processes, strong industry knowledge, responsiveness, and the ability to collaboratively work with Airport staff to grow the Airport's brand, marketing initiatives, and various service campaigns.
Financial Impact:	Airport Enterprise Funds will be used for all marketing expenditures.
Alternatives:	N/A

Recommendation: Approve selection and award of contract to Mass Media Marketing, LTD (M3) for the Airport Marketing Agency pursuant to RFQ 26-172. The terms of the contract are for three years with two one-year options to extend.

Funds are available in the following accounts: Account #: 551-08-1122: 52.33112

REVIEWED AND N/A
APPROVED BY: