



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: May 8, 2012

TO: Mayor and Councilmembers

FROM: Airport Administration, Airport Department

SUBJECT: Amendment To Service Agreement With Idea Engineering For Airport Marketing Services

RECOMMENDATION:

That Council approve and authorize the Airport Director to execute an amendment to increase the scope of work and compensation by an amount of \$27,250 under Agreement No. 386906 with Idea Engineering for development of marketing and advertising campaign concepts for an amended total compensation amount of \$42,250.

DISCUSSION:

The Airport has had a marketing and communications program since 1993. The goal of the program is to plan, develop and implement comprehensive marketing and communications strategies to increase regional traveler awareness of the Airport's airline services.

With the completion of the new Airline Terminal project, a new fresh approach to promote and market the Airport's airline service was needed. The goal is to increase passenger usage with strong outreach to the tri-county market areas by developing campaigns that highlight the new terminal and the unique benefits of using the Santa Barbara Airport.

Staff interviewed three local marketing firms who could provide energetic and creative campaigns with various media applications to be distributed utilizing the Airport's in-house production and media capabilities.

The three companies were: The Shand Group, BBM&D Strategic Branding, and Idea Engineering. After an initial meeting, each firm submitted a proposal describing the strategy, process, deliverables, and budget estimate.

Staff reviewed the proposals and, based upon the information presented and personal interviews, Idea Engineering was selected. The first phase of the campaign was to interview stakeholders to determine the difference between the Airport's desired brand image and the perceived brand image among stakeholders and potential stakeholders.

Upon completion of the interviews, Idea Engineering has submitted a report including a competitive analysis, findings, opportunities, and recommendations for changes and improvements for the Airport's marketing program.

The agreement amendment with Idea Engineering will cover the second phase of the program. This phase will include the development of two new advertising campaign themes to increase awareness and use of the Airport; design and development of two display ads; an analysis of the Airport's "FLYSBA.com" website, Facebook page, and other social media, and a report recommending updates or changes that would refresh the sites. Airport staff will continue to be responsible for media planning and placement.

BUDGET/FINANCIAL INFORMATION:

The current Airport Operating Budget has sufficient appropriated funding for the contract.

PREPARED BY: Hazel Johns, Assistant Airport Director

SUBMITTED BY: Karen Ramsdell, Airport Director

APPROVED BY: City Administrator's Office