



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: August 5, 2014

TO: Mayor and Councilmembers

FROM: Airport Administration, Airport Department

SUBJECT: Airport Marketing Agreement With BBM&D Strategic Branding

RECOMMENDATION:

That Council approve and authorize the Airport Director to execute an Agreement with BBM&D Strategic Branding for design and production of Airport marketing and advertising campaign concepts for the Airport in an amount not to exceed \$32,136.

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. A goal of the marketing program involves outreach to the tri-county areas by developing campaigns that highlight the benefits of using the Santa Barbara Airport.

BBM&D was selected as a result of a competitive request for proposals. BBM&D has provided quality work on all aspects of the Airport's program, and recently were awarded the American Advertising Award for the design of the Airport's Aviation History brochure.

BBM&D will continue to provide creative design and production including development of advertising concepts, copywriting, layout, electronic print, art and broadcast direction, web, and marketing consultation. Airport staff will continue to be responsible for media planning, placement and final decision-making as to the branding of the Santa Barbara Airport.

BUDGET/FINANCIAL INFORMATION:

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

PREPARED BY: Lynn Houston, Marketing Coordinator
SUBMITTED BY: Hazel Johns, Airport Director
APPROVED BY: City Administrator's Office