

CITY OF EL PASO, TEXAS
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM

DEPARTMENT: Aviation (El Paso International Airport)
AGENDA DATE: November 11, 2014
CONTACT PERSON/PHONE: Monica Lombrana, Airport Director, 780-4793
Bruce D. Collins, Purchasing Director, 212-1181
DISTRICT (S) AFFECTED: All

SUBJECT:

Award solicitation 2014-155R – Airport Advertising Concession for the Department of Aviation (Airport) to Clear Channel Outdoor, Inc. d/b/a Clear Channel Airports (Clear Channel) as recommended by the Evaluation Committee.

BACKGROUND / DISCUSSION:

The Airport desires to create an environment that achieves the balance of tasteful advertising while generating revenue to the airport. Evaluation factors included in the Request for Proposals (RFP) reflect this objective. The proposal received by Clear Channel was ranked highest by the evaluation committee in accordance with evaluation factors stated in the RFP.

The term of the agreement will be 10 years with the City's option to extend the agreement for an additional 5 years. The rental amount to be paid to the Airport is the greater of 45% of annual gross receipts or the minimum annual guarantee (MAG) of \$125,000 for the first year. In subsequent years, the MAG will be adjusted to 90% of the rental amount for the previous year. Clear Channel proposes an initial capital investment of \$465,000 and a mid-term refurbishment amount of \$265,000.

SELECTION SUMMARY:

Solicitation was advertised on 05/20/2014 and 05/27/2014. The postcards were mailed out on 05/21/2014. The solicitation was posted on City website on 05/20/2014. The email (Purmail) notification was sent out on 05/22/2014. A total of six (6) bidders with none being local vendors were solicited. A total of three (3) bids were received with none being a local vendor.

PRIOR COUNCIL ACTION:

N/A

AMOUNT AND SOURCE OF FUNDING:

N/A – Revenue Generating

BOARD / COMMISSION ACTION:

N/A

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:

Name	Signature	Date
------	-----------	------

COUNCIL PROJECT FORM
(RFP)

CITY CLERK DEPT.

*****2014 NOV 5 11:28***** POSTING LANGUAGE BELOW*****

Please place the following item on the CONSENT agenda (under RFP's) for the Council Meeting of NOVEMBER 11, 2014.

The award of Solicitation No. 2014-155R (Airport Advertising Concession) to Clear Channel Outdoor, Inc. d/b/a Clear Channel Airports (Clear Channel) for an initial capital investment of \$465,000.00 and a mid-term refurbishment amount of \$265,000.00.

Department:	El Paso International Airport
Award to:	Clear Channel Outdoor, Inc. d/b/a Clear Channel Airports (Clear Channel)
	Allentown, PA
Item(s):	All
Initial Term:	10 years
Option:	5 years
Initial Capital Investment:	\$465,000.00
Account No.:	562-430160-62070-3000
Funding Source:	Airport Operating Fund-Airport Advertising Revenue Account
District(s):	All

This is an RFP, revenue generating contract.

The Purchasing and Strategic Sourcing Department and El Paso International Airport recommend award as indicated to Clear Channel Outdoor, Inc. d/b/a Clear Channel Airports (Clear Channel), the highest ranked proposer based on evaluation factors established for this procurement. In accordance with this award the City Manager or designee is authorized to exercise future options if needed.

Additionally, it is requested that the City Attorney's Office review and that the City Manager be authorized to execute any related contract documents and agreements necessary to effectuate this award.

*****ADDITIONAL INFO BELOW*****

COMMITTEE SCORE SHEET

SOLICITATION: 2014-155R AIRPORT ADVERTISING CONCESSION

EVALUATION FACTORS	MAXIMUM POINTS	CLEAR CHANNEL OUTDOOR, INC. d/b/a CLEAR CHANNEL AIRPORTS	DEPARTURE MEDIA, INC.	U.S. ENTERPRISES, INC. d/b/a COREY AIRPORT SERVICES
EXPERIENCE AND QUALIFICATIONS	30	29.30	27.30	26.70
MANAGEMENT PLAN AND MARKETING STRATEGY	20	19.30	18.70	14.30
INNOVATION AND CONCEPTS	25	24.30	23.00	20.00
CAPITAL INVESTMENT	25	25.00	12.20	13.40
TOTAL Possible Points	100	97.90	81.20	74.40



**CITY OF EL PASO
REQUEST FOR PROPOSAL TABULATION FORM**



Bid Opening Date: JULY 23, 2014
Project Name: AIRPORT ADVERTISING CONCESSION

Solicitation #: 2014-155R
Department: AVIATION (EPIA)

CLEAR CHANNEL OUTDOOR, INC. d/b/a CLEAR CHANNEL AIRPORTS		ALLENTOWN, PA
DEPARTURE MEDIA, INC.		CHARLESTON, SC
U.S. ENTERPRISES, INC. d/b/a COREY AIRPORT SERVICES		ATLANTA, GA
RFPs SOLICITED: 6	LOCAL RFPs SOLICITED: 0	RFPs RECEIVED: 3
		RFPs LOCAL: 0
		NO RFPs: 0

NOTE: The information contained in this RFP tabulation is for information only and does not constitute actual award/execution of contract.

APPROVED: *Rebecca A. Jones*

DATE: 7-31-14

**CLEAR CHANNEL AIRPORTS
4635 CRACKERSPORT ROAD
ALLENTOWN, PA 18104**

**JCDECAUX AIRPORT, INC.
3 PARK AVENUE, 33RD FLOOR
NEW YORK, NY 10016**

**COREY AIRPORT SERVICES
3685 RIVER HOLLOW RUN
DULUTH, GA 30096**

**ALLIANCE AIRPORT ADVERTISING
8945 WEST RUSSELL ROAD, STE 150
LAS VEGAS, NV 89148**

**THE YOUNGER AGENCY
8945 LONGLEY LANE, SUITE B
RENO, NV 89511**

**DEPARTURE MEDIA AIRPORT
ADVERTISING
180 MEETING STREET, SUITE 310
CHARLESTON, SC 29401**