



**City of Santa Barbara**  
Airport Department

**DATE:** June 17, 2015  
**TO:** Airport Commission  
**FROM:** Hazel Johns, Airport Director  
**SUBJECT:** Advertising Request for Qualifications

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**RECOMMENDATION:**

That Airport Commission receive a report regarding the status of the Advertising Concession at the Airline Terminal.

**DISCUSSION:**

Background

January 1, 2009, the City entered into a month-to-month Advertising Concession Agreement with ProDigIQ to install and operate two plasma screens in each of the holdrooms in the Ovington Terminal. ProDigIQ was to develop the content, which was to consist of advertising pertinent to the destination of the passengers in the holdroom.

The Airport was to receive 10% of gross revenues from the advertising. Revenue ranged from its highest year at \$11,530 in 2012 to \$2,394 in 2014.

ProDigIQ also manages the content on the Flight and Baggage Information Display Systems under an agreement entered into in 2011.

Request for Qualifications

The additional advertising space available in the Rickard Terminal and the declining revenue under the old agreement prompted the Airport to issue a Request for Qualifications for an Advertising Concessionaire in April 2015. A mandatory pre-submittal meeting was held on April 16, 2015 with six companies attending.

At the pre-submittal meeting it was stressed that the Airport was looking for a qualified firm that would work with Airport staff to develop a quality program that would maximize revenue without cluttering up the terminal buildings. A tour of the building was provided and it was emphasized that the Airport was not looking for qualifications, not proposals.

The Airport and the successful qualifier would negotiate the terms of the concession, including the Airport's revenue share after the selection process was completed.

### Criteria

Potential concessionaires were asked to submit their qualifications, including samples of their work at other airports by 5 p.m. PST, April 29, 2015. Submissions were received from:

- Clear Channel Airports
- Corey Airport Services
- Oniracon
- Virtual Info Systems
- Visitor TV

The submittals were evaluated according to the following criteria:

- Organizational Summary and Background
- Proposed Advertising Program Elements
- Available Staff Resources
- Available Financial/Capital Resources
- Current Clients and Relevant Experience

### Selection

Based upon the over-all thoroughness, experience, and examples of current work, two companies, Clear Channel Airports and Corey Advertising Services were invited to make specific proposals, for the Santa Barbara Airport, the week of June 15, 2015.

Airport staff will return to Airport Commission for approval of the Advertising Concession Agreement when negotiations with the selected proposer have been successfully concluded.

**PREPARED BY:** Business & Property Division