

RESOLUTION NO. 17-21

Selecting a Firm to Provide Marketing and Media Buying Services to the Metropolitan Washington Airports Authority

WHEREAS, In January 2017, the Business Administration Committee concurred with the pre-solicitation terms, including using the best value procurement method, for the procurement of marketing and media buying services to the Metropolitan Washington Airports Authority (Airports Authority);

WHEREAS, A Request for Proposals was issued on January 23, 2017 and proposals were received on February 24, 2017;

WHEREAS, The Evaluation Committee determined that Digital Mobile Innovations, LLC, provided the best value to the Airports Authority;

WHEREAS, The total anticipated cost for the marketing and media buying requirements over the proposed five-year contract period is approximately \$11 million;

WHEREAS, The contract will have a Local Disadvantaged Business Enterprise participation requirement of 20 percent; and

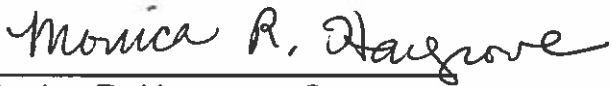
WHEREAS, The Business Administration Committee is satisfied with the results of the competitive procurement process, as presented at its July 19, 2017 meeting; now, therefore, be it

RESOLVED, That the President and Chief Executive Officer is authorized and directed to enter into a task order contract for a three-year base period and two one-



year renewal option periods with Digital Mode Innovations, LLC, consistent with the terms presented to the Business Administration Committee at its July 19, 2017 meeting.

Adopted July 19, 2017


Monica R. Hargrove, Secretary