

COUNTY OF SONOMA AGENDA ITEM SUMMARY REPORT	Clerk of the Board Use Only Meeting Date Held Until ___/___/___ ___/___/___ Agenda Item No: Agenda Item No: _____ _____	
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Department: Transportation and Public Works	<input type="checkbox"/> 4/5 Vote Required
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Contact: Jon Stout	Phone: (707) 565-7243	Board Date: 06/23/09	Deadline for Board Action:
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Agenda Short Title:

Agreement for Professional Services, Tri-Star Marketing Company

Requested Board Action:

Approve and authorize Chair to execute the Agreement for Professional Services with Tri-Star Marketing Company in the amount of \$40,000 for Amending the Strategic Business Plan and Marketing Action Plan for the Charles M. Schulz – Sonoma County Airport (Fourth Supervisorial District).

CURRENT FISCAL YEAR FINANCIAL IMPACT			
<u>EXPENDITURES</u>		<u>ADD'L FUNDS REQUIRING BOARD APPROVAL</u>	
Estimated Cost	\$40,000	Contingencies	\$
		(Fund Name:)	
Amount Budgeted	\$40,000	Unanticipated Revenue	\$
291013-6500		(Source:)	
Other Avail. Approp	\$	Other Transfer(s)	\$ _____
(Explain below)			\$
Additional Requested	\$ -0-	Add'l Funds Requested:	

Prior Board Action(s): None

Alternatives - Results of Non-Approval:

Background:

The Charles M. Schulz – Sonoma County Airport entered into an Agreement in September 2006 with Tri-Star Marketing Company (“Tri-Star”) to develop a Strategic Business Plan and a Marketing Action Program for the Airport. Tri-Star Marketing’s help was vital in securing commercial air service for the Airport.

The recent downturn in the economy has also affected the airline industry and Horizon Air’s service at the Airport. Staff is requesting a new agreement with Tri-Star to update and revise the original Strategic Business Plan and Marketing Action Program. The Airport would like the following updates:

- Forecast assumptions for Horizon Air service to existing destination markets: Portland, Seattle, Las Vegas, and Los Angeles
- Look at possible new markets and new airlines, considering the changes in the economy.
- The air cargo industry has seen a 25% reduction in air freight in the last few months, and major air cargo carriers have changed their operations and their fleets. Investigate how this affects Sonoma County Airport and what changes can be made.
- Revise the business strategy developed in the New Business section because the focus on primary industries has changed.
- The Marketing Action Program is based on the Strategic Business Plan and will need to be changed accordingly to focus on new business that can be attracted in this type of economy in the short term.

The Airport Manager does not have the time and his staff does not have the expertise or knowledge to update the Strategic Business Plan and Marketing Action Program. The original contract for the Strategic Business Plan and Marketing Action Programs were awarded to Tri-Star Marketing in FY 06/07 based on their knowledge of the Charles M. Schulz-Sonoma County Airport and their proposed price. Tri-Star Marketing has agreed to perform the revisions to the Plans under this agreement at the same hourly rate of \$135 per hour which has remained unchanged since 2005. The Department is requesting the contract be awarded to Tri Star, because they are the author of the Plans which makes it more cost effective than hiring a new firm that would not be familiar with the material and would require additional research costs.

The Airport has recently issued a Request for Proposal for future airport marketing services, which is anticipated to be awarded later this summer. The firm selected from this RFP process will be performing future marketing services and assisting the Airport Manager in implementing the updated Strategic Business Plan and Marketing Program provided by Tri-Star under this agreement.

This agreement has been reviewed and approved by County Counsel.

(continued on next page)

Attachments: None

On File With Clerk: Agreement

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote:

Background (continued):

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Funding for this agreement exists within the FY 08-09 Airport Operations budget.

Recommendation:

Approve and authorize Chair to execute the Agreement for Professional Services with Tri-Star Marketing Company in the amount of \$40,000 for Amending the Strategic Business Plan and Marketing Action Plan for the Charles M. Schulz – Sonoma County Airport (Fourth Supervisorial District).