



**COUNTY COUNCIL OF BEAUFORT COUNTY  
PURCHASING DEPARTMENT**

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**TO:** Councilman Herbert N. Glaze, Chairman, Public Facilities Committee

**VIA:** Gary Kubic, County Administrator  
Bryan Hill, Deputy County Administrator  
David Starkey, Chief Financial Officer  
Paul Andres, Director of Airports  
Monica Spells, Compliance Officer

**FROM:** Dave Thomas, CPPO, Purchasing Director

**DATE:** July 18, 2011

**SUBJ:** RFP# 1715/110231 Airport Advertising Concession for Beaufort County

**BACKGROUND:** Beaufort County issued a Request for Proposals (RFP) to solicit proposals from qualified firms to provide Airport Advertising Concession Services. We received one proposal from our current incumbent Clear Chanel. Their proposal was evaluated by Paul Andres, Director of Airports, Mr. Will Dopp, Airport Board Member, and Dave Thomas, Purchasing Director, Beaufort County. Mr. Earl Eckert, the Business Development Representative for Clear Chanel was interviewed and contract terms were finalized. The County's intent is to continue this service at a fair and reasonable cost while providing a revenue-generating contract in support of Airport operations.

For the right and privilege to operate an Advertising Concession, Clear Chanel has agreed to pay thirty percent (30%) of gross revenue with a minimum annual guarantee of \$9000. Projected investments by Clear Channel are between \$53,000 to \$63,000.

**Projected Net Revenue and Airport Return:**

<b>Year</b>	<b>Net Revenue</b>	<b>Airport Return</b>
1	\$38,053	\$9,704
2	\$38,989	\$9,942
5 Year Total	\$199,957	\$50,989
10 Year Total	\$426,172	\$108,674

**FUNDING:** Revenues earned will be put back in the Airport's operating budget, which is account 13580-47150 Rental Advertising Space.

**RECOMMENDATION:** The Public Facilities Committee approve and recommend to County Council the contract award to Clear Chanel with the guaranteed annual revenue of \$9000 paid into the Airport's Enterprise Fund. Additionally, we recommend a five year contract with the option of two five year renewals subject to approval by Beaufort County Council. Total estimated revenue for five years is \$50,989.

cc: Richard Hinehline, Elizabeth Wooten