

OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION

Resolution Approving the Selection of Travel Boards, Inc. to Perform Marketing and Advertising Sales and Services

WHEREAS, on December 6, 2024, the Ohio Turnpike and Infrastructure Commission (“Commission”) issued Request for Proposals (“RFP”) No. 31-2024 for Marketing and Advertising Sales and Services for the Commission’s service plazas, toll plazas, and the Turnpike mainline roadway, and the RFP stated the Commission intended to enter into one or more contracts with firm(s) to perform the services; and

WHEREAS, on January 21, 2025, the Commission received two (2) proposals in response to the RFP; and

WHEREAS, an Evaluation Team consisting of staff from the Marketing and Communications Department and the Service Plaza Operations Department reviewed the technical proposals and determined that Travel Boards, Inc.’s proposal offers the best value to the Commission in terms of service and price (i.e., revenue generation) for the following marketing and advertising programs:

- Existing Programs:
  - Toll Booth Window Advertising
  - DATIM Advertising
  - Brochure Program
  - Service Plaza Backlit Ads
  - Turnpike Television
  - Service Plaza Display Board and Info Center Kiosk
  - Roadway Logo Signs
  - Turnpike Map and Lodging Guide
- New Programs:
  - Augmented Reality Advertising
  - New Food Court Signage (as proposed)
  - Monetization of Banners and Panels
  - Info Screen Motion Detectors
  - New 55” Monitors/Relocation of existing

The Proposal included the following revenue sharing percentages:

Advertising Program:	Toll Booths	DATIM	Brochures	Service Plazas Backlit Ads	Turnpike Television	Roadway Logo Signs	Maps and Guide
Commission Revenue Share:	55%	55%	50%	55%	10%	50%	20%

Travel Boards Proposed New Programs:	Augmented Reality	New Food Court Signage, as Proposed	Monetization of Banners and Panels	Info Screen Motion Detectors	New 55” Displays/ 2 <sup>nd</sup> Location	Internet/mobile based InfoCenters	Touchscreen upgrades
Commission Revenue Share:	55%	55%	50%	55%	10%	50%	20%

WHEREAS, based on the foregoing, the Evaluation Team recommends that the Commission approve a contract with Travel Boards, Inc. for the programs and services listed above for an initial term of three (3) years with an option to renew the contract for up to two (2) additional,

two-year periods for an estimated revenue share for the Commission of \$1.2 million over the initial three-year term; and

WHEREAS, the Director of Contracts Administration has determined that Travel Boards, Inc.'s proposal conforms to the requirements of Ohio Revised Code Sections 5537.07 and 5537.13, proposals were solicited on the basis of the same terms and conditions with respect to the respondents and potential respondents, and the Commission may legally accept said company's proposal; and

WHEREAS, the Office of Opportunity and Inclusion waived the program requirements for this contract due to a lack of subcontracting opportunities and the availability of certified firms; and

WHEREAS, the Executive Director has reviewed the recommendation of the Evaluation Team and concurs with the recommendation that the Commission should select Travel Boards, Inc. as one of its providers for Marketing and Advertising Sales and Services for the above-listed programs and services; and

WHEREAS, the Commission has duly considered such recommendations.

NOW, THEREFORE, BE IT

RESOLVED, by the Ohio Turnpike and Infrastructure Commission that the Proposal submitted by Travel Boards, Inc. to perform Marketing and Advertising Sales and Services is hereby accepted as the best proposal in terms of service and price for the programs and services listed in the recitals, and the Executive Director is directed to: 1.) sign a contract with Travel Boards, Inc. for an initial term of three (3) years, 2.) renew the contract for up to two (2) additional, two-year periods if determined by the Executive Director to be in the best interest of the Commission, and 3.) take any and all actions necessary to properly carry out the terms of the contract.

**(Resolution No. 58-2025 adopted April 21, 2025)**