

OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION

Resolution Approving the Selection of Travel Boards, Inc. to Perform Advertising Sales and Program Management Services Under an Advertising Agreement for the Commission's Various Advertising Programs

WHEREAS, on December 4, 2017, the Ohio Turnpike and Infrastructure Commission ("Commission") issued a Request for Proposals ("RFP") for Marketing and Advertising Sales Services to manage the Commission's advertising programs at its various toll plaza, service plaza facilities and signage along the mainline roadway; and

WHEREAS, on January 17, 2017, the Commission received two Proposals to perform the Marketing and Advertising Sales Services, which were reviewed by an Evaluation Team, consisting of Adam Greenslade (Director of Marketing and Communications), Andrew Herberger (Director of Service Plaza Operations), and their respective staff members including Meghan Gallagher, Ralph Stilphen, Dana Brown and Doug Turner, as well as Mark Musson (Director of Contracts Administration) (collectively, the "Evaluation Team"); and

WHEREAS, in the Evaluation Team reviewing both proposals, the Evaluation Team compared the proposals against each other as well as against certain industry standards and in light of the Commission's desire to continue to provide travel and related information to the traveling public, found that Travel Boards, Inc., of Solon, Ohio ("Travel Boards") to have submitted the best Proposal to broker the Commission's available advertising space and manage its various advertising programs while providing outstanding customer service to the Commission in the dissemination of information to the traveling public; and

WHEREAS, the Evaluation Team's recommendation is based on its determination that Travel Boards offers the most comprehensive, innovative and lucrative proposal to perform marketing and sales services for the Commission's advertising space, manage those advertising programs and develop new revenue generating offerings within its class of services; and

WHEREAS, the Concession Fees negotiated for the services of Travel Boards will result in the Commission receiving an estimated amount of over \$450,000.00 in revenue per year based on estimated annual sales of over \$1,000,000.00, the balance of which Travel Boards will retain as compensation for its services, expenses and capital investments; and

WHEREAS, the Director of Contracts Administration advises that the process to select Travel Boards conforms with the Commission's procedures for the selection of personal service providers performing revenue generating activities under an advertising agreement; and

WHEREAS, the Executive Director has reviewed the reports of the Evaluation Team and approves the recommendation that the Commission should select Travel Boards, Inc. of Solon, Ohio, as its provider of Advertising Sales and Program Management 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 Services for managing the Commission's various advertising programs at the toll plaza and service plaza facilities is approved and that the Executive Director is authorized to execute an advertising agreement on the basis of said Proposal for service fees that are no less than the following amounts:

Advertising Program:	Toll Booths	DATIM	Brochures	Service Plazas	Turnpike Television	Lodging Boards	Roadway Signs	Maps	New Programs
Commission Revenue Share:	65%	65%	50%	65%	10%	15%	50%	20%	50%

for a period of three years with options to renew for two additional two-year renewal terms; and

FURTHER RESOLVED that the Executive Director is authorized to renegotiate the terms of the advertising agreement without additional Commission approval based upon changed conditions resulting from the implementation of the Strategic Plan for Modernizing the Toll Collection System provided that such changes are not materially adverse to the Commission.

(Resolution No. 23-2018 adopted March 19, 2018)