

RESOLUTION NO. 2025-68

AUTHORIZING CONTRACT NO. 2025-013 WITH THE ADCOM GROUP, INC. TO PROVIDE INTEGRATED MARKETING SERVICES FOR A PERIOD OF THREE YEARS IN AN AMOUNT NOT TO EXCEED \$2,100,000.00 WITH TWO, ONE-YEAR OPTIONS IN AN AMOUNT NOT TO EXCEED \$700,000.00 FOR EACH OPTION YEAR, RESPECTIVELY, FOR A TOTAL CONTRACT AMOUNT NOT TO EXCEED \$3,500,000.00 FOR A FIVE-YEAR PERIOD (GENERAL FUND, ADMINISTRATION & EXTERNAL AFFAIRS DEPARTMENT BUDGET)

WHEREAS, the Greater Cleveland Regional Transit Authority ("Authority") has the need to obtain the services of a professional advertising agency to provide integrated marketing services for a period of three years with two, one-year options; and

WHEREAS, the proposal from The Adcom Group, Inc. ("Adcom"), located at 1468 West 9th Street, Cleveland, Ohio 44113, to provide Integrated Marketing Services for a period of three years with two, one-year options, was received on March 18, 2025; and

WHEREAS, after negotiations, Adcom has offered to provide the services at negotiated rates resulting in an amount not to exceed \$2,100,000.00 for a period of three years and in an amount not to exceed \$700,000.00 for each option year, for a total amount not to exceed \$3,500,000.00 for the five-year period; and

WHEREAS, the General Manager, Chief Executive Officer deems the offer from Adcom to be in the best interest of the Authority, price and other factors considered, and recommends acceptance thereof by the Board of Trustees.

NOW, THEREFORE, BE IT RESOLVED by the Board of Trustees of the Greater Cleveland Regional Transit Authority, Cuyahoga County, Ohio:

Section 1. That the offer from Adcom to provide integrated marketing services for a period of three years with two, one-year options be and the same is hereby accepted.

Section 2. That the General Manager, Chief Executive Officer of the Authority be and she is hereby authorized to enter into a contract with Adcom to provide integrated marketing services for a period of three years, with the authority to exercise the two, one-year options.

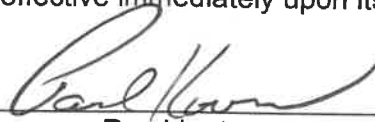
Section 3. That said contract shall be payable through the General Fund, Administration & External Affairs Department budget, in an amount not to exceed \$2,100,000.00 for a period of three years with two, one-year options in an amount not to exceed \$700,000.00 for each option year, for a total amount not to exceed \$3,500,000.00 for the five-year period.

Section 4. That said contract shall be binding upon and an obligation of the Authority contingent upon future funding, compliance by the contractor with the specifications and addenda, if any; bonding and insurance requirements and all applicable laws relating to contractual obligations of the Authority.


Section 5. That the Greater Cleveland Regional Transit Authority's Board of Trustees expects that Adcom will attempt to exceed the 13% minimum DBE goal assigned to this procurement.

Section 6. That this resolution shall become effective immediately upon its adoption.

Adopted: June 17, 2025



President

Attest: 

Secretary-Treasurer




TITLE/DESCRIPTION: CONTRACT: INTEGRATED MARKETING SERVICES VENDOR: THE ADCOM GROUP, INC. AMOUNT: NTE \$2,100,000.00 FOR A PERIOD OF THREE YEARS, WITH TWO, ONE-YEAR OPTIONS IN AN AMOUNT NTE \$700,000.00 FOR EACH OPTION YEAR, FOR A TOTAL AMOUNT NTE \$3,500,000.00 FOR A FIVE-YEAR PERIOD	Resolution No.: 2025-68
	Date: June 12, 2025
	Initiator: Administration & External Affairs Department
ACTION REQUEST: <input checked="" type="checkbox"/> Approval Review/Comment Information Only Other _____	

- 1.0 **PURPOSE/SCOPE:** This action will allow the Greater Cleveland Regional Transit Authority ("Authority") to enter into a contract for integrated marketing services for a period of three years with two, one-year options.
- 2.0 **DESCRIPTION/JUSTIFICATION:** The Authority requires the services of a professional advertising agency to effectively communicate its marketing and advertising messages. The contractor will assist in the development and implementation of a fully integrated, highly creative, annual marketing plan for the Authority designed to stimulate ridership growth as well as shape perceptions of various target markets. The plan will include a multi-media advertising campaign including, but not limited to broadcast and connected television, radio, robust social media, direct mail, market/consumer research, promotional opportunities, special events, media-related activities and community-directed programs. The contractor will develop and produce effective print, electronic and digital advertising that projects the Authority as a progressive, customer-oriented organization in a fresh, distinctive manner.
- 3.0 **PROCUREMENT BACKGROUND:** The Request for Proposals was posted on the Procurement website and advertised in the local newspapers. Fifteen proposals were received on March 18, 2025 in response to this solicitation. After evaluation by a panel of Authority employees in accordance with established Procurement Department policies and procedures and subsequent negotiations, the proposal from The Adcom Group, Inc. ("Adcom") to provide integrated marketing services for a period of three years in an amount not to exceed \$2,100,000.00, with two, one-year options in an amount not to exceed \$700,000.00 for each option year, respectively, for a total amount not to exceed \$3,500,000.00 for a five-year period, was determined to be in the best interest of the Authority.
- A cost analysis was performed, and the Procurement Department has determined the negotiated amounts for a period of three years with two, one-year options to be fair and reasonable to the Authority.
- 4.0 **DBE BACKGROUND:** DBE requirements have been met. A 13% DBE goal was established for this procurement. Adcom has committed to achieving the DBE participation goal through the utilization of Media Impressions (Caucasian Female-owned) in the amount of \$455,000.00 or 13%.
- 5.0 **POLICY IMPACT:** Does not apply.

- 6.0 **ECONOMIC IMPACT:** This procurement will be funded through the General Fund, Administration & External Affairs Department budget, in an amount not to exceed \$2,100,000.00 for a period of three years with two, one-year options in an amount not to exceed \$700,000.00 for each option year, respectively, for a total amount not to exceed \$3,500,000.00 for the five-year period.
- 7.0 **ALTERNATIVES:** Reject this offer. Rejection of this offer would disrupt the planning and implementation of future marketing and advertising campaigns.
- 8.0 **RECOMMENDATION:** This procurement was discussed by the Board of Trustees at the June 3, 2025 Organizational, Services & Performance Monitoring Committee meeting. It is recommended that the offer from Adcom be accepted and the resolution adopted, authorizing the General Manager, Chief Executive Officer to enter into a contract.
- 9.0 **ATTACHMENTS:** None

Recommended and certified as appropriate to the availability of funds, legal form and conformance with the Procurement requirements.



General Manager, Chief Executive Officer