



Legislation Details (With Text)

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On agenda: 9/22/2021 **Final action:**

Title: Authorize a First Amendment to the concession contract with Lamar Airport Advertising S/W Joint Venture, d/b/a Lamar Airport Advertising Company, a Dallas Love Field advertising concessionaire to (1) exercise both one year renewal terms for Lamar Airport Advertising and (2) add two extension years to the contract - Estimated Revenue: Aviation Fund \$1,622,605.00

Sponsors:

Indexes: 2

Code sections:

Attachments: 1. Resolution

Date	Ver.	Action By	Action	Result
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STRATEGIC PRIORITY: Mobility Solutions, Infrastructure, and Sustainability

AGENDA DATE: September 22, 2021

COUNCIL DISTRICT(S): 2

DEPARTMENT: Department of Aviation

EXECUTIVE: Majed Al-Ghafry

SUBJECT

Authorize a First Amendment to the concession contract with Lamar Airport Advertising [S/W Joint Venture, d/b/a Lamar Airport Advertising Company](#), a Dallas Love Field advertising concessionaire to (1) exercise both one year renewal terms for Lamar Airport Advertising and (2) add two extension years to the contract - Estimated Revenue: Aviation Fund \$1,622,605.00

BACKGROUND

On January 1, 2015, Lamar Airport Advertising Company was awarded an advertising concession contract for the construction, management, and operation of an Airport Advertising Program by Resolution No. 14-2187. The Contract's Primary Term commenced on July 1, 2016 with a Contract Primary Term expiration of June 30, 2023. In addition, based on the concession's excellent operation throughout the Primary Term, but especially during the COVID-19 pandemic when airline traffic was significantly reduced, with drastic reductions in advertising sales, concessionaire continued operations to sell advertising when business travel was virtually non-existent. The Department of Aviation seeks to exercise both one-year Renewal Terms and add two extension years to the

Contract, allowing concessionaire to recover and re-establish a profitable position at Dallas Love Field as business travel returns.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On January 1, 2015, City Council authorized an advertising concession contract with Corey S/W Joint Venture d/b/a Corey Airport Services by Resolution No. 14-2187.

FISCAL INFORMATION

Estimated Revenue: Aviation Fund \$1,622,605.00

OWNER

Lamar Airport Advertising [S/W Joint Venture, d/b/a Lamar Airport Advertising](#) ~~Company~~

Brig Newman, President