



Agenda Item No. 2

To: Governmental Affairs & Public Information Committee/Committee of the Whole Meeting of February 22, 2008

From: Kellee J. Hopper, Marketing and Communications Director  
Teri W. Mantony, Deputy General Manager, Administration & Development  
Jim Swindler, Deputy General Manager, Ferry Division  
Celia G. Kupersmith, General Manager

Subject: **AUTHORIZE EXECUTION OF A PROFESSIONAL SERVICES AGREEMENT WITH PRESTIGE MEDIA, INC., RELATIVE TO REQUEST FOR PROPOSALS NO. 2008-D-5, INTERIOR FERRY ADVERTISING**

**Recommendation**

The Governmental Affairs and Public Information Committee recommends that the Board of Directors authorize execution of a Professional Services Agreement with Prestige Media, Inc., New York, NY, relative to Request for Proposals (RFP) No. 2008-D-5, *Interior Ferry Advertising*, for a three-year term for interior ferry advertising services with two one-year options exercisable at the District's discretion, on the basis of a guaranteed monthly payment of \$3,417, or 55 percent of net advertising revenue, whichever is greater.

**Summary**

As part of the District's ongoing innovative ways to generate revenue, staff issued an RFP for an Interior Ferry Advertising Program. Bid documents for RFP No. 2008-D-5, *Interior Ferry Advertising*, were sent to 10 prospective bidders. The Secretary of the District received one bid in response to the solicitation. Staff and the District's Attorney reviewed the bid and determined that Prestige Media, Inc. has properly submitted the required documents and its bid is technically responsive to the specifications.

Prestige Media, Inc. describes itself as the largest media company focused exclusively on advertising in the ferry industry, with contracts to provide ferry advertising services on both resort and commuter ferry lines. Their ferry clients include New York Water Taxi, Vineyard Fast Ferry, Boston Harbor Cruises, Victoria Clipper (Washington), Fire Island Ferries (New York), Key West Express (Florida), Catalina Express (California), Cape May-Lewes Ferry (Delaware/New Jersey), Cross Sound Ferry (Long Island/New England). Prestige Media provides niche marketing opportunities to clients looking to target ferry customers during their commute to work or recreation.

Pursuant to the RFP, interior vessel advertising will be limited to 15 spaces per vessel. The advertising will be installed in standardized 33" x 21" frames throughout the fleet to minimize cluster and maintain a consistent, clean look inside each vessel. The locations of all advertisements will be pre-approved by the District prior to installation. Advertising will not be allowed on the exterior of the vessels. Prestige Media, Inc. will be responsible for installation, maintenance and upkeep of the frames and advertisements. As allowed in the Contract, the District will be able to use any unsold space to promote its services.

**Fiscal Impact**

For each year of the contract, the guaranteed compensation will be the greater of \$3,417 monthly (\$41,004 annually), or 55 percent of net advertising revenue.