

RESOLUTION NO. 182-2021

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ABILENE, TEXAS
APPROVING A MARKETING CONTRACT WITH THE ARKSTAR GROUP FOR
ABILENE REGIONAL AIRPORT**

WHEREAS, the City of Abilene (City) owns and operates Abilene Regional Airport (ABI); and

WHEREAS, ABI continues to see effects of the pandemic on passenger recovery; and

WHEREAS, Airport Staff sees a need to increase targeted digital marketing and use data analytics to better identify potential passengers; and

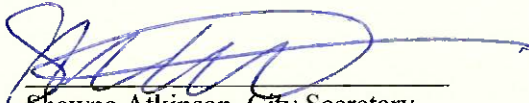
WHEREAS, ArkStar is a firm that performs such specialized marketing for air service and has provided a satisfactory scope and fee proposal at a cost not to exceed \$60,000.00.

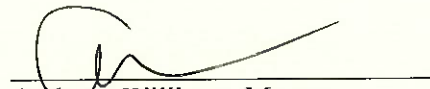
NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ABILENE, TEXAS:

- I. That City Council approves the contract with ArkStar at a total cost of up to \$60,000.00.
- II. That this action is effective immediately upon Council approval.

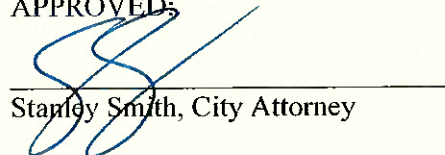
ADOPTED this 28th day of October 2021.

ATTEST:


Shawna Atkinson, City Secretary


Anthony Williams, Mayor

APPROVED:


Stanley Smith, City Attorney

