

**Addendum #2**  
**RFP AP 45-16**  
**Airport Advertising Agency**

This addendum answers questions asked regarding RFP AP 45-16, Airport Advertising Agency

**Question 1:** Can the Airport provide a marked floor plan showing the approved advertising locations? **No diagram – can view after the pre-bid meeting.**

**Question 2:** Can we get a copy of the graphic standards and policies for the Airport referenced on Page “Specifications-1”? **At the mandatory pre-bid, all attendees walked around the airport to see what graphic standards exist and they were all asked to give the industry standard and if they see room for improvement, to list that in their proposal.**

**Question 3:** Page Specifications-1 states that: "All advertising material, advertisements and manner of presentations shall be subject to approval by the County." Can you please clarify if this is someone other than the Airport Director? **Either Director or Deputy Director.**

**Question 4:** Page GSC-2, #4 Submittal of Proposal states: "...and shall be accompanied by the proposal security and other required documents." What type and amount of proposal security is required? **Is this question regarding bonding? There is no bonding requirements with this solicitation.**

**Question 5:** Page GSC-3, #9 Proposal Price states "proposal price shall include all equipment, labor, materials, permits, freight, taxes, required insurance, Public Liability, Property Damage and Workers' Compensation, etc. to cover the finished work called for." Is this relevant for an Advertising Concession contract? If yes, please explain. **This is part of our standard language. You should have all of your labor, materials, permits, everything listed in your total price.**

**Question 6:** Page GSC-3, #11 Specification Exceptions - Is this relevant to an Advertising Concession contract? If yes, please explain. **This is part of our standard language in our solicitations.**

**Question 7:** There is a "Recycled Content Form" included with the other forms identified on page GSC-7, however this form is not included in the list on page GSC-7. Is this a required form? **Again, this is part of our standard language. If you are using recycled cardboard for signs, list that as recycled content.**

**Question 8:** The "Proposal Sheet" included with the required forms includes a qualifications scoring grid. How should we complete this form? **Form should not be completed.**

**Question 9:** Can the Airport provide the annual gross revenues generated by the current advertising concession for the past 5 years and 1st quarter 2016? **2012/\$170,703.40, 2013/\$157,958.94, 2014/\$130,487.04, 2015/\$105,666.78, and 2016/\$27,842.88**

**Question 10:** Can the Airport provide the total enplaned and deplaned passengers for the past 5 years and 1st quarter 2016? **2011/897,900, 2012/775,694, 2013/744,489, 2014/751,363, 2015/776,767, and 2016/168,267.**

**Question 11:** Can the Airport send monthly franchise reports that include advertiser display locations and rate information for the past 12 months? **Attached.**

- Who is currently operating the advertising concession at the airport? **Interspace Advertising / Clear Channel**
- Please provide historical gross advertising sales figures for the past 4 years. **2012 / \$170,703.40, 2013 / \$157,958.94, 2014 / \$130,487.04, and 2015 / \$105,666.78**

- Please provide an overview of the existing advertising fixtures/equipment. **Unknown – Please come to the terminal to view**
- Are you looking for a company to design and install advertising fixtures and operate the concession? Or to utilize existing equipment. Please clarify the scope of the request. **Current equipment needs to be upgraded. If the current advertising concession does not receive the bid we don't know what equipment they will take out.**
- Will you allow a tour of the terminal after the May 3<sup>rd</sup> pre-proposal date? **Yes**

At the mandatory pre-bid meeting, on May 3, 2016, the below questions were asked.

Who will move the current displays if Clear Channel is not chosen to continue advertising for the Airport? **At the time of award, this will be discussed with our attorney's and Clear Channel if they are not chosen as the vendor.**

Does the Airport want all new displays or a complete renovation?

**The Airport wants the industry standard.**

Outside of existing areas where advertising already is, does the airport want more advertisement or is there more opportunities to add more advertisements in the airport?

**Any opportunities the vendors see during the walk around the airport, add to your proposal.**

Can you produce the current contract?

**The current contract is circa 1996, it is on the Purchasing Website, so that any vendor can view it, but as we have new attorneys and new staff in the County, the Contract will absolutely change from what is currently on the website.**

