REQUEST FOR PROPOSALS

Airport Advertising Concession

Bid Number: 1030

DUE DATE: January 8, 2020 - 2pm
1. INTRODUCTION

The Gerald R Ford International Airport Authority (GFIAA) is soliciting proposals from qualified airport advertising concession firms for the management and operation of the airport advertising concession program at the Gerald R Ford International Airport (GRR). The selected proposer will coordinate all phases of the advertising concession program both inside and outside the airport, including developing a business strategy, creating a marketing and sales plan, making recommendations for capital improvements, selling advertising space and managing contracts, coordinating advertising displays and production, and monthly reporting.

The proposed agreement is for an initial term of five (5) years with three (3) one-year extensions (optional).

Generating $3.1 billion in annual economic output for West Michigan, GRR ranks as the second busiest commercial service airport in the state serving 32 major market destinations with seven airlines offering more than 140 daily non-stop flights. GRR also ranks as one of the area's largest employers with over 2,000 professionals currently employed. The Gerald R. Ford International Airport is managed and operated by the Gerald R. Ford International Airport Authority.

2. SOLICITATION AND PROJECT SCHEDULE

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFQ Issue Date</td>
<td>November 26, 2019</td>
</tr>
<tr>
<td>Pre-submission Conference</td>
<td>December 16, 2019 – 9 am</td>
</tr>
<tr>
<td>Question Deadline</td>
<td>December 20, 2019</td>
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<tr>
<td>Submission Due Date</td>
<td>January 8, 2020 – 2 pm</td>
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<tr>
<td>Firm Interviews (if necessary)</td>
<td>Early February 2020</td>
</tr>
<tr>
<td>Estimated Start Date</td>
<td>June 2020</td>
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</tbody>
</table>

GFIAA reserves the right to modify the schedule set forth in the above table in its sole discretion. Any such modifications will be stated in an addendum.

3. PRE-SUBMISSION CONFERENCE

CONFERENCE DATE: December 16, 2019
CONFERENCE TIME: 9 am
CONFERENCE LOCATION: Airport Terminal, 5500 44th Street SE, Grand Rapids, MI 49512, 1st Floor – International Room

A voluntary pre-submission conference is scheduled for this request. Parking is available in the short term lot of the airport parking garage, parking tickets will be validated at the pre-proposal meeting. Equal opportunity will be provided for all Respondents to ask questions.

The pre-submission meeting purpose is to provide equal opportunity for Respondents to inspect the location, if applicable, and seek clarifications to the solicitation. Attendees shall have fully reviewed all solicitation documents and correspondence prior to the pre-submission meeting. The GFIAA will respond to post-pre-submission meeting material inquiries at its sole discretion. Any material response to a post-submission meeting question will be publicly posted on the inquiry page for this solicitation.

Attendees requiring special services are asked to provide their requirements to the GFIAA at least forty-eight (48) hours in advance to allow for accommodations.
3. AIRPORT STATISTICS

<table>
<thead>
<tr>
<th>Year</th>
<th>Enplaned Pax</th>
<th>Deplaned Pax</th>
<th>Total Pax</th>
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</thead>
<tbody>
<tr>
<td>2010</td>
<td>1,097,660</td>
<td>1,088,264</td>
<td>2,185,924</td>
</tr>
<tr>
<td>2011</td>
<td>1,138,448</td>
<td>1,136,884</td>
<td>2,275,332</td>
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<tr>
<td>2012</td>
<td>1,069,795</td>
<td>1,065,161</td>
<td>2,134,956</td>
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<tr>
<td>2013</td>
<td>1,124,969</td>
<td>1,113,010</td>
<td>2,237,979</td>
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<tr>
<td>2014</td>
<td>1,171,795</td>
<td>1,163,310</td>
<td>2,335,105</td>
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<tr>
<td>2015</td>
<td>1,281,238</td>
<td>1,268,955</td>
<td>2,550,193</td>
</tr>
<tr>
<td>2016</td>
<td>1,333,956</td>
<td>1,319,674</td>
<td>2,653,630</td>
</tr>
<tr>
<td>2017</td>
<td>1,413,310</td>
<td>1,398,312</td>
<td>2,811,622</td>
</tr>
<tr>
<td>2018</td>
<td>1,641,019</td>
<td>1,624,223</td>
<td>3,265,242</td>
</tr>
<tr>
<td>2019*</td>
<td>1,504,458*</td>
<td>1,488,303*</td>
<td>2,992,761*</td>
</tr>
</tbody>
</table>

*2019 is YTD thru October

4. WORK SCOPE

GFIAA desires to optimize revenue opportunities through the terminal and outdoor advertising concession program. The program must reflect a unified design theme that complements and harmonizes with the architectural and design theme of the airport. Firms with the ability to incorporate innovative advertising mediums are encouraged.

The selected proposer will coordinate all phases of the advertising concession program at the airport, including developing a business strategy, creating a marketing and sales plan, making recommendations for capital improvements, selling advertising space and managing contracts, coordinating advertising displays and production, and monthly reporting.

MINIMUM QUALIFICATIONS

Proposer must meet the following minimum qualifications:

- At least five (5) years’ experience in airport marketing or airport concession management
- Demonstrated experience with at least five (5) airports
- Certified DBE/ACDBE and/or demonstrated commitment to meet the project DBE/ACDBE goal of at least 5%

AIRPORT RESPONSIBILITIES

The airport will provide/be responsible for:

- Electricity and Wi-Fi
- Upon award of contract, list of existing advertisers and available information relative to agreements and contact information

5. REQUESTS FOR INFORMATION

Questions regarding this solicitation are to be submitted in writing to purchasing@grr.org prior to 2 pm on December 20, 2019.

GFIAA reserves the right to publish and respond to an inquiry, respond directly to the inquirer without publishing, or not respond to the inquiry at its sole discretion.
It is the Respondent’s responsibility to become familiar with and fully informed regarding the terms, conditions, and specifications of this solicitation. Lack of understanding or misinterpretation of any portions of this solicitation shall not be cause for withdrawal after opening or for subsequent protest of award.

Addendums will only be published by the GFIAA Purchasing Department and available for review at www.flyford.org.

6. SUBMISSION FORMAT

Submissions must be submitted in the format outlined below:

Executive Summary – One (1) page maximum
Summarize the Respondent’s strong points and how experience, particularly with similar responsibilities, will benefit the Airport Authority.

Business Organization – One (1) page maximum
State the full name and address of the organization and, if applicable, the branch office, consultants, or other subordinate elements that will provide or assist in providing the service. Include phone number(s), email address(s) and Respondent’s website address.

Business Plan – Eight (8) pages maximum
State in succinct terms the Respondent’s overall approach to managing the advertising program including:

- Overall management structure
- Compensation to the GFIAA
- Business strategy, including plan to maximize revenue
- Capital improvement strategy
- Marketing strategy
- Advertising sales strategy, including transition plan and pricing strategy
- Operating Procedures:
  - Communication with the airport and advertisers
  - Advertising placement strategy
  - Hardware and display maintenance
  - Advertising management procedures, including advertising standards, approval processes, production process for advertising artwork, delivery and insertion of materials, contact and contract management, and reporting

Project Staffing – Two (2) pages maximum
Provide a chart with the staff you are committing to the solicitation. Show lines of authority and communication, and provide a brief role description with responsibilities for each person as they relate to the solicitation as well as each staff member’s key credentials

References – One (1) page maximum
Provide a minimum of three (3) relevant references, preferably for projects of similar scope and complexity. Include the names of the projects, location, engagement dates, and specific challenges; identify project team members and references for each project including telephone numbers and email addresses.

7. REQUEST FOR PROPOSAL SUBMISSION

Responses may be delivered physically or electronically. To be considered, complete submissions must be received in the Gerald R Ford International Airport Authority office located on the second floor of the terminal building prior to the due date and time specified (local time).
• Hard copy responses can be mailed or otherwise delivered to the address below.

Submission address:
Attn: Tom Ciaauskas, Purchasing Manager
Gerald R Ford International Airport Authority
5500 44th St SE
Grand Rapids, MI 49512

• Electronic responses can be securely uploaded as a single pdf document to:
  https://www.dropbox.com/request/1Y4EnNSg7ktEwlqVqPrf

Late responses will NOT be considered.

Hard copy submissions shall be submitted in an envelope clearly labeled with the solicitation number, Respondent’s name, telephone number, and company name.

Electronic submissions shall be named with a form or portion of the firm’s name as part of the document name.

The Respondent certifies that the response submitted has not been made or prepared in collusion with any other Respondent and the prices, terms or conditions thereof have not been communicated by or on behalf of the Respondent to any other Respondent prior to the official opening of this request. This certification may be treated for all purposes as if it were a sworn statement made under oath, subject to the penalties for perjury. Moreover, it is made subject to the provisions of 18 U.S.C. Section 1001, relating to the making of false statements.

Sales and Marketing material beyond the scope of this request will not be used to determine the award and is not desired. Each submission should be simply and economically prepared, providing a concise description of the Respondent’s ability to perform the product or services requested. Emphasis should be on completeness and clarity of content.

Submissions may be withdrawn by written request only if the request is received on or before the opening date and time.

Submissions not meeting these criterions may be deemed non-responsive.

GFIAA is not liable for any costs incurred by any prospective Respondent prior to the awarding of a contract, including any costs incurred in addressing this solicitation.

Each submission must be signed by a person authorized to sign contracts on the behalf of the Respondent. The name of the person signing must be followed by title.

8. EVALUATION, STATUS UPDATES/AWARD NOTIFICATION

GFIAA reserves the right to request additional information it may deem necessary after the submissions are received.

As part of the evaluation process, Respondents may be requested to make an oral presentation, at the Respondent’s expense, to an evaluation committee. Key staff to be assigned to this project must participate in this presentation unless otherwise waived by GFIAA. The presentation may be followed by a question and answer session.

GFIAA reserves the right at its discretion to waive irregularities of this solicitation process and to award to the Respondent whose response is deemed most advantageous to GFIAA. GFIAA reserves the right to reject any and all
submissions as a result of this solicitation.

Accelerated discounts should be so stated at the time of submission. If quick-pay discounts are offered, GFIAA reserves the right to include that discount as part of the award criterion. Prices must, however, be based upon payment in thirty (30) days after receipt, inspection, and acceptance.

Award notifications are posted on the GFIAA website. It is the Respondent’s responsibility to monitor the website for status updates.

9. TERMS AND CONDITIONS

GFIAA reserves the right to require that its standard terms and conditions apply to any actual order placed in response to a Respondent’s submission. No attempt to modify GFIAA's Standard Terms and Conditions shall be binding, absent agreement on such modification in writing and signed by GFIAA.

No payment shall be made to the Respondent for any extra material or services, or of any greater amount of money than stipulated to be paid in the contract, unless changes in or additions to the contract requiring additional outlay by the Respondent shall first have been expressly authorized and ordered in writing by contract amendment or otherwise furnished by the GFIAA.

The intent of these specifications is to promote a properly designed and all-inclusive response. Any requirements not in the specifications, but which are needed for such a response, are to be included in the submission.

The Respondent shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.

The Respondent shall observe and comply with all applicable federal, state, and local laws, ordinances, rules and regulations at all times during the completion of any contract with the GFIAA.

The terms of this request shall be interpreted, construed and enforced pursuant to the laws of the State of Michigan, and the Parties irrevocably consent to the jurisdiction of the federal and state courts presiding in Michigan.

The GFIAA is tax exempt and a regional airport authority organized under 2015 P.A. 95, being MCL 259.137 et. seq.

Vendor Representation and Warranty Regarding Federal Excluded Parties List: The Respondent acknowledges that the GFIAA may be receiving funds from or through the Federal Government; such funds may not be used to pay any Respondent on the Federal Excluded Parties List (EPLS). The Respondent represents and warrants to the GFIAA that it is not on the Federal EPLS. If the Respondent is in non-compliance at any time during execution or term of this agreement (including any extensions thereof), the Respondent shall be in breach and the GFIAA shall be entitled to all remedies available to it at law or equity, specifically including but not limited to recovery of all moneys paid to the Respondent, all consequential damages (including the loss of grant funding or the requirement that grant funding be returned), and attorney fees (including the costs of in-house counsel) sustained as a result of the Respondent's non-compliance with this warranty and representation.

Pursuant to the Michigan Iran Economic Sanctions Act, 2012 P.A. 517, by submitting a bid, proposal or response, Respondent certifies, under civil penalty for false certification, that it is fully eligible to do so under law and that it is not an “Iran linked business,” as that term is defined in the Act.

Insurance requirements are posted on the Documents and Forms page of the GFIAA website within the Purchasing Terms and Conditions document.
Termination For Cause: Should the respondent fail to perform the Work as required by and in accordance with the schedule or time requirements, or otherwise violate any of the terms set forth in the Solicitation Request, it shall constitute breach of the Contract. Other than in force majeure situations, Respondent shall have five (5) calendar days to cure a breach of the Contract (the “Cure Period”) following issuance of GFIAA written notice. Failure to cure a breach of the Contract within said Cure Period shall allow the GFIAA to, without further notice to the Respondent, declare the Contract terminated and proceed with the replacement of the Respondent and the GFIAA shall be entitled to all remedies available to it at law or in equity including a claim against any required payment/performance bonds.

Termination Without Cause: Notwithstanding any other provision, at any time and without cause, GFIAA shall have the right, in its sole discretion, to terminate the contract by giving sixty (60) days written notice.

Although it is the intent to contract with one provider, the GFIAA reserves the right to contract with alternate sources if the Respondent is unable or unwilling to service its obligation, or it is deemed by GFIAA to be in its best interest to use alternate sources.

Assignment: Neither party shall assign or delegate any of its rights or obligations under this Agreement without the prior written consent of the other party.

Respondent warrants that they are an authorized provider of products or services of his/her submission.

10. MICHIGAN FREEDOM OF INFORMATION ACT

Information submitted in this solicitation is subject to the Michigan Freedom of Information Act and may not be held in confidence after the Respondent’s submission is opened. A submission will be available for review after the project has been awarded.

GFIAA cannot assure that all of the information submitted as part of or peripheral to the Respondent’s submission will be kept confidential. Any Respondent submission language designated as confidential is considered automatically invalid and void. GFIAA is subject to the Michigan Freedom of Information Act, which prohibits it from concealing information on or associated with responses, successful or unsuccessful, once they are opened.
Exhibit A
Existing Program
Exhibit B
Remodeled Baggage Claim - June 2020