



6700 McKennon Blvd., Suite 200 • Fort Smith, AR 72903
479.452.7000 x50 • 479.452.7008 fax
www.fortsmithairport.com

ATTENTION:

Please email Richard Rushing at Richard@fortsmithairport.com after receiving this RFP to be added to the list in the event an addendum is made.

REQUEST FOR PROPOSALS

Terminal Building Display Advertising

1. Request for Proposals

The Fort Smith Regional Airport (Airport) requests proposals from qualified Airport Concessionaires (Proposer) to operate, manage, and market the advertising concession in the Airport Terminal. The Airport intends to award an agreement for a period of five (5) years. The projected agreement commencement date is December 1, 2018.

2. Proposer Qualifications

The Airport is seeking a concessionaire with the experience and qualifications necessary to ensure a quality operation. Accordingly, Proposer's experience in the operation of similar enterprises will be given heavy consideration. A complete description of Proposer's experience and other operations must be included with the proposal.

3. Background

The Fort Smith Regional Airport is a commercial service airport located in Fort Smith, Arkansas. The Airport is currently served by two (2) commercial airlines- American Airlines and Delta Air Lines, who provide round trip flights to Dallas/Fort Worth International Airport and Hartsfield-Jackson Atlanta International Airport. The enplanement history for the previous four (4) years is as follows:

<u>Year</u>	<u>Enplanements</u>
2014	92,869
2015	86,704
2016	87,488
2017	89,582

In addition to the airlines, tenants of the Airport Terminal include five (5) rental car agencies, TSA and a restaurant.

4. Submission of Proposals

Four (4) copies of proposals shall be submitted and addressed to:

Fort Smith Regional Airport
6700 McKennon Blvd Suite 200
Fort Smith, AR 72903
Attn: Airport Advertising Proposal

Proposals shall be submitted prior to 2 p.m. September 5, 2018

5. Advertising Facilities

The Airport currently contracts with a company to provide display advertising in specific assigned areas of the Terminal Building. The current Advertising Concession consists of nineteen (19) backlit, wall mounted advertising signs, four (4) two sided backlit displays on the baggage return, one (1) backlit, wall mounted Hotel/Motel phone board with fifteen (15) advertising spots available, four (4) tri-tower displays, one (1) banner display, two (2) digital displays, and three (3) free standing kiosks. There is also one (1) merchandise display kiosk located in the terminal, with space available for two (2) additional for future use if desired. See Attachment A.

The above listed displays are currently airport owned. Any additional displays proposed shall be provided by the Proposer and are subject to approval by the Airport.

6. Inspection of Premises

Proposers are invited to meet with Airport staff and to inspect the premises by appointment. Appointments can be made by calling the Airport Administration office at (479)452-7000 ext 50.

7. Scope of Operations

The selected Propser will: (a) provide Airport advertisers with first rate service and high-quality displays and (b) produce a reasonable amount of income from the Advertising and Display Concession.

Concessionaire shall not permit or display advertising that is misleading, indecent, sexually explicit, libelous, unlawful, infringe the rights of a third party, or be otherwise prejudicial to the Airport's interest. Political, advocacy, or issue-oriented advertising shall not be permitted or displayed.

8. Operating and Marketing Plan

Proposers must include in narrative form, a complete description of its intended operation at the Fort Smith Regional Airport which includes Projected Revenues and Proposer's Concession Fee. Exhibits, schematics, or other data may accompany the narrative description.

9. Revenues

Total annual sales for the current advertising concession are as follows:

<u>Year</u>	<u>Annual Sales</u>
2014	\$55,700
2015	63,450
2016	65,292
2017	70,650

The following are the ranges of customer pricing for the following displays:

Backlit Wall displays (40”w X 50” h and 50”w X 40”h)	\$75-\$200 monthly
Two sided baggage pedestal displays (60”w X 24”h)	\$150-300 monthly
Free standing kiosk	\$200-\$300 monthly
Banner Display	\$450
Digital Displays	\$200 monthly
Tri Tower Display	\$166–175 monthly
Courtesy phone displays	\$50-150 monthly

10. Minority and Woman Owned Businesses and such business Certified as ACDBE by the State of Arkansas Participation

Consideration will be given to Minority-Owned, Woman-Owned Businesses, and Small Businesses that are and will be certified as ACDBE by the State of Arkansas, and such businesses are encouraged to submit proposals.

The requirements of 49 CFR Part 23, regulations of the U.S. Department of Transportation, applies to this concession. It is the policy of the Fort Smith Regional Airport to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All firms qualifying under this solicitation are encouraged to submit proposals. Award of this concession will be conditioned upon satisfying the requirements of this proposal specification. These requirements apply to all concessions firms and suppliers, including those who qualify as an ACDBE. A 2019 ACDBE concession specific goal of 0% has been established for this concession. The concession firm shall make good faith efforts, as defined in Appendix A, 49 CFR Part 26 to meet the concession specific goal for ACDBE participation in the performance of this concession. ACDBE participation is recommended and is listed as an evaluation criteria item for firm selection. For informational purposes Appendix A, 49 CFR Part 26 is provided in Attachment B.

Proposer will be required to submit the following information:

1. The names and addresses of ACDBE firms or ACDBE suppliers of goods and services that will participate in the concession.
2. A description of the work that each ACDBE will perform.
3. The dollar amount of the participation of each ACDBE firm/supplier participating.
4. Written and signed documentation of commitment to use an ACDBE whose participation it submits to meet a contract goal.
5. Written and signed confirmation from the ACDBE that it is participating in the concession as provided in the prime concessionaire’s commitment.

6. If the contract goal is not met evidence of good faith efforts.

This information will be provided in Forms 1 & 2 for Demonstration of Good Faith Efforts that are provided as Attachment C.

The following are requirements of concessionaires doing business with the Fort Smith Regional Airport. As such, the following wording will be included all concession agreements with the Fort Smith Regional Airport.

1. "This agreement is subject to the requirements of the U.S. Department of Transportation's regulations, 49 CFR Part 23. Concessionaire agrees that it will not discriminate against any business owner because of the owner's race, color, national origin, or sex in connection with the award or performance of any concession agreement, management contract, or subcontract, purchase or lease agreement, or other agreement covered by 49 CFR Part 23.";
2. "Concessionaire agrees to include the above statements in any subsequent concession agreement or contract covered by 49 CFR Part 23, that it enters and cause those businesses to similarly include the statements in further agreements;" and
3. "Concessionaire agrees to submit records of ACDBE Participation annually and maintain such records for three years."

11. Evaluation Criteria

The following criteria will be used to rate each proposal: Experience and Qualifications, Concept Design and Marketing Plans, References, Proposed Concession Fee, ACDBE Participation.

12. Attachment D

In addition to any proposal requirement listed above, Attachment D shall be included as part of all proposals.

The Fort Smith Regional Airport reserves the right to waive any formalities and the right to reject any or all proposals.

**Return completed proposal on or before 2 p.m. September 5, 2018, to:
Fort Smith Regional Airport
6700 McKennon Blvd., Suite 200
Fort Smith, AR 72903**

Attachment B

Provided For Information Only

Appendix A to Part 26 -- Guidance Concerning Good Faith Efforts

- I. When, as a recipient, you establish a contract goal on a DOT-assisted contract, a bidder must, in order to be responsible and/or responsive, make good faith efforts to meet the goal. The bidder can meet this requirement in either of two ways. First, the bidder can meet the goal, documenting commitments for participation by DBE firms sufficient for this purpose. Second, even if it doesn't meet the goal, the bidder can document adequate good faith efforts. This means that the bidder must show that it took all necessary and reasonable steps to achieve a DBE goal or other requirement of this part which, by their scope, intensity, and appropriateness to the objective, could reasonably be expected to obtain sufficient DBE participation, even if they were not fully successful.
- II. In any situation in which you have established a contract goal, part 26 requires you to use the good faith efforts mechanism of this part. As a recipient, it is up to you to make a fair and reasonable judgment whether a bidder that did not meet the goal made adequate good faith efforts. It is important for you to consider the quality, quantity, and intensity of the different kinds of efforts that the bidder has made. The efforts employed by the bidder should be those that one could reasonably expect a bidder to take if the bidder were actively and aggressively trying to obtain DBE participation sufficient to meet the DBE contract goal. Mere *pro forma* efforts are not good faith efforts to meet the DBE contract requirements. We emphasize, however, that your determination concerning the sufficiency of the firm's good faith efforts is a judgment call: meeting quantitative formulas is not required.
- III. The Department also strongly cautions you against requiring that a bidder meet a contract goal (i.e., obtain a specified amount of DBE participation) in order to be awarded a contract, even though the bidder makes an adequate good faith efforts showing. This rule specifically prohibits you from ignoring *bona fide* good faith efforts.
- IV. The following is a list of types of actions which you should consider as part of the bidder's good faith efforts to obtain DBE participation. It is not intended to be a mandatory checklist, nor is it intended to be exclusive or exhaustive. Other factors or types of efforts may be relevant in appropriate cases.
 - A. Soliciting through all reasonable and available means (e.g. attendance at pre-bid meetings, advertising and/or written notices) the interest of all certified DBEs who have the capability to perform the work of the contract. The bidder must solicit this interest within sufficient time to allow the DBEs to respond to the solicitation. The bidder must determine with certainty if the DBEs are interested by taking appropriate steps to follow up initial solicitations.
 - B. Selecting portions of the work to be performed by DBEs in order to increase the likelihood that the DBE goals will be achieved. This includes, where appropriate, breaking out contract work items into economically feasible units to facilitate DBE participation, even when the prime contractor might otherwise prefer to perform these work items with its own forces.
 - C. Providing interested DBEs with adequate information about the plans, specifications, and requirements of the contract in a timely manner to assist them in responding to a solicitation.
 - D.
 1. (1) Negotiating in good faith with interested DBEs. It is the bidder's responsibility to make a portion of the work available to DBE subcontractors and suppliers and to select those portions of the work or material needs consistent with the available DBE subcontractors and suppliers, so as to facilitate DBE participation. Evidence of such negotiation includes the names, addresses, and telephone numbers of DBEs that were considered; a description of the information provided regarding the plans and specifications for the work selected for subcontracting; and evidence as to why additional agreements could not be reached for DBEs to perform the work.

2. A bidder using good business judgment would consider a number of factors in negotiating with subcontractors, including DBE subcontractors, and would take a firm's price and capabilities as well as contract goals into consideration. However, the fact that there may be some additional costs involved in finding and using DBEs is not in itself sufficient reason for a bidder's failure to meet the contract DBE goal, as long as such costs are reasonable. Also, the ability or desire of a prime contractor to perform the work of a contract with its own organization does not relieve the bidder of the responsibility to make good faith efforts. Prime contractors are not, however, required to accept higher quotes from DBEs if the price difference is excessive or unreasonable.
- E. Not rejecting DBEs as being unqualified without sound reasons based on a thorough investigation of their capabilities. The contractor's standing within its industry, membership in specific groups, organizations, or associations and political or social affiliations (for example union vs. non-union employee status) are not legitimate causes for the rejection or non-solicitation of bids in the contractor's efforts to meet the project goal.
 - F. Making efforts to assist interested DBEs in obtaining bonding, lines of credit, or insurance as required by the recipient or contractor.
 - G. Making efforts to assist interested DBEs in obtaining necessary equipment, supplies, materials, or related assistance or services.
 - H. Effectively using the services of available minority/women community organizations; minority/women contractors' groups; local, state, and Federal minority/women business assistance offices; and other organizations as allowed on a case-by-case basis to provide assistance in the recruitment and placement of DBEs.
- V. In determining whether a bidder has made good faith efforts, you may take into account the performance of other bidders in meeting the contract. For example, when the apparent successful bidder fails to meet the contract goal, but others meet it, you may reasonably raise the question of whether, with additional reasonable efforts, the apparent successful bidder could have met the goal. If the apparent successful bidder fails to meet the goal, but meets or exceeds the average DBE participation obtained by other bidders, you may view this, in conjunction with other factors, as evidence of the apparent successful bidder having made good faith efforts.

Attachment C
Forms 1 & 2 for Demonstration of Good Faith Efforts

FORM 1: AIRPORT CONCESSION DISADVANTAGED BUSINESS ENTERPRISE (ACDBE) UTILIZATION

The undersigned bidder/offeror has satisfied the requirements of the bid/proposal specification in the following manner (please check the appropriate space):

_____ The bidder/offeror is committed to a minimum of _____ % ACDBE utilization on this contract.

_____ The bidder/offeror (if unable to meet the ACDBE goal of _____%) is committed to a minimum of _____% ACDBE utilization on this contract and submitted documentation demonstrating good faith efforts.

Name of bidder/offeror's firm: _____

State Registration No.: _____

By: _____
(Signature) Title

Date: _____

FORM 2: LETTER OF INTENT

Name of bidder/offeror's firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Name of ACDBE firm: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Description of work to be performed by ACDBE firm:

The bidder/offeror is committed to utilizing the above-named ACDBE firm for the work described above. The estimated dollar value of this work is \$ _____.

Affirmation

The above-named ACDBE firm affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By _____
(Signature) (Title) (Date)

If the bidder/offeror does not receive award of the prime contract, any and all representations in this Letter of Intent and Affirmation shall be null and void.

(Submit this page for each ACDBE subcontractor.)

Attachment D
Fort Smith Regional Airport
Terminal Building Display Advertising Proposal

Proposer

(list all parties)

Address

Phone

Fax

Federal Tax ID (or Social Security Number if Individual)

Qualifications and Experience

I (we) list below the airport advertising or similar type activity which I (we) have operated in the past:

Dates Operated To/From	Location	Description of Operation

Attach additional documentation or pages if necessary

Explain the financial capabilities of the Proposer to perform the contract

Business References

Name: _____ Title: _____
Company Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Telephone: _____ FAX: _____

Name: _____ Title: _____
Company Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Telephone: _____ FAX: _____

Name: _____ Title: _____
Company Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Telephone: _____ FAX: _____

Banking Reference

Name: _____ Title: _____
Company Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
Telephone: _____ FAX: _____
Years you have Banked with this company: _____

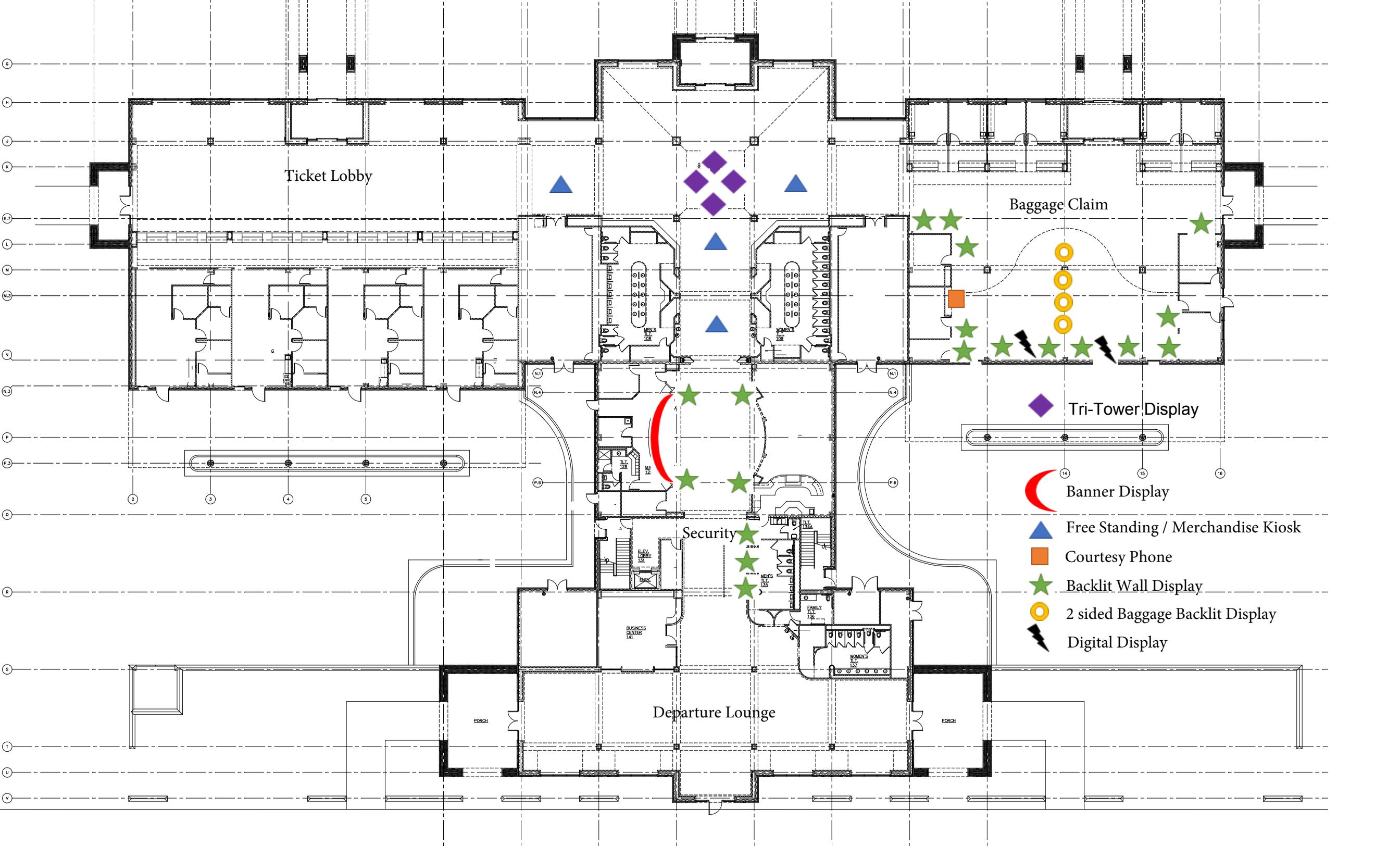
All financial information will remain confidential.

I certify that all information furnished with this submittal is true and correct.

Proposer Signature: _____

Date: _____

Attach additional documentation for consideration if desired.



Ticket Lobby

Baggage Claim

Security

Departure Lounge

Tri-Tower Display

Banner Display

Free Standing / Merchandise Kiosk

Courtesy Phone

Backlit Wall Display

2 sided Baggage Backlit Display

Digital Display