



## **Request for Proposals**

RFP Item #20-172

**Airport Marketing Agency**

*For*

Augusta, Georgia – Augusta Regional Airport

**RFP Due: Thursday, March 19, 2020 @ 11:00 a.m.**

***One Original and Seven (7) Copies of RFP shall be submitted***

***Thanks for doing business with us . . .***

*Geri A. Sams, Procurement Director*

*535 Telfair Street, Room 605*

*Augusta, Georgia 30901*



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## Request for Proposal

Request for Proposals will be received at this office until **Thursday, March 19, 2020 @ 11:00 a.m.** for furnishings for:

**RFP Item #20-172      Airport Marketing Agency – Augusta, GA - Augusta Regional Airport**  
**Commodity Codes: 018-918-76, 018-961-79, 007-915-01, 018-918-07, 029-905-36**

RFPs will be received by: The Augusta Commission hereinafter referred to as the OWNER at the offices of:

Geri A. Sams, Director  
Augusta Procurement Department  
535 Telfair Street - Room 605  
Augusta, Georgia 30901

RFP documents may be viewed on the Augusta Georgia web site under the Procurement Department **ARCbid**. RFP documents may be obtained at the office of the Augusta, GA Procurement Department, 535 Telfair Street – Room 605, Augusta, GA 30901.

**A Pre Proposal Conference will be held on Tuesday, March 3, 2020, @ 10:00 a.m. in the Procurement Department, 535 Telfair Street, Room 605, Augusta, Georgia 30901.**

**All questions must be submitted in writing by fax to 706 821-2811 or by email to [procbidandcontract@augustaga.gov](mailto:procbidandcontract@augustaga.gov) to the office of the Procurement Department by Thursday, March 5, 2020 @ 5:00 P.M. No RFP will be accepted by fax, all must be received by mail or hand delivered.**

No RFP may be withdrawn for a period of ninety (90) days after bids have been opened, pending the execution of contract with the successful bidder(s).

***Request for proposals (RFP) and specifications.*** An RFP shall be issued by the Procurement Office and shall include specifications prepared in accordance with Article 4 (Product Specifications), and all contractual terms and conditions, applicable to the procurement. **All specific requirements contained in the request for proposal including, but not limited to, the number of copies needed, the timing of the submission, the required financial data, and any other requirements designated by the Procurement Department are considered material conditions of the bid which are not waivable or modifiable by the Procurement Director.** All requests to waive or modify any such material condition shall be submitted through the Procurement Director to the appropriate committee of the Augusta, Georgia Commission for approval by the Augusta, Georgia Commission. Please mark RFP number on the outside of the envelope.

Proponents are cautioned that acquisition of RFP documents through any source other than the office of the Procurement Department is not advisable. Acquisition of RFP documents from unauthorized sources places the proponent at the risk of receiving incomplete or inaccurate information upon which to base their qualifications.

**Correspondence must be submitted via mail, fax or email as follows:**

**Augusta Procurement Department**  
**Attn: Geri A. Sams, Director of Procurement**  
**535 Telfair Street, Room 605**  
**Augusta, GA 30901**  
**Fax: 706-821-2811 or Email: [procbidandcontract@augustaga.gov](mailto:procbidandcontract@augustaga.gov)**

GERI A. SAMS, Procurement Director

Publish:

Augusta Chronicle      February 6, 13, 20, 27, 2020  
Metro Courier      February 6, 2020

cc:      Jarvis Sims      Interim Administrator  
         Herbert Judon      Augusta Regional Airport  
         Diane Johnston      Augusta Regional Airport

Revised: 8/11/2016

## INSTRUCTIONS TO SUBMIT

### INSTRUCTIONS TO SUBMIT

- 1.1 **Purpose:** The purpose of this document is to provide general and specific information for use by vendors in submitting a proposal to supply Augusta, Georgia with equipment, supplies, and or services as listed above. All proposals are governed by the Augusta, Georgia Code.
- 1.2 **Viewing the Augusta Code:** All proposals are governed and awarded in accordance with the applicable federal and state regulations and the Augusta, Georgia Code. To view the Code visit Augusta's website at [www.augustaga.gov](http://www.augustaga.gov) or <http://www.augustaga.gov/index.aspx?NID=685> Guidelines & Procedures.
- 1.3 **Compliance with laws:** The Proponent shall obtain and maintain all licenses, permits, liability insurance, workman's compensation insurance and comply with any and all other standards or regulations required by federal, state or Augusta, Georgia statute, ordinances and rules during the performance of any contract between the Proponent and Augusta, Georgia. Any such requirement specifically set forth in any contract document between the Proponent and Augusta, Georgia shall be supplementary to this section and not in substitution thereof.
- 1.4 **Proposal's For All Or Part:** Unless otherwise specified by Augusta, Georgia or by the proponent, **AUGUSTA, GEORGIA RESERVES THE RIGHT TO MAKE AWARD ON ALL ITEMS, OR ON ANY OF THE ITEMS ACCORDING TO THE BEST INTEREST OF AUGUSTA, GEORGIA.** Proponent may restrict his proposal to consideration in the aggregate by so stating, but must name a unit price on each item submitted upon.
- 1.5 **All protest shall be made in writing to:**
- Attn: Geri A. Sams,  
Director of Procurement  
535 Telfair Street, Room 605  
Augusta, GA 30901,  
Fax: 706-821-2811 or  
Email:  
[procbidandcontract@augustaga.gov](mailto:procbidandcontract@augustaga.gov)
- 1.6 **Minority/Women Business Enterprise (MWBE) Policy:** *Court Order Enjoining*

**Race-Based Portion of DBE Program**  
*Augusta, Georgia does not have a race or gender conscious Disadvantaged Business Enterprises (DBE) program for projects having Augusta, Georgia as the source of funding. Augusta does enforce mandatory DBE requirements of federal and state agencies on contracts funded by such agencies and has a DBE Program to comply with U.S. Department of Transportation (DOT), Federal Transit Administration (FTA), Federal Aviation Administration (FAA) and other federal and state mandated DBE requirements for certain DOT, FTA, FAA, and other federal and state assisted contracts as required by 49 C.F.R. Part 26, et. seq. and/or 49 C.F.R. Part 23, et. seq. This DBE program is only for DOT, FTA and FAA assisted contracts and other federal or state funded contracts having mandatory DBE requirements. (See Article 13 of the Augusta, GA. Code.)*

*Augusta, Georgia prohibits any language in any solicitation, bid or contract that is inconsistent with the July 21, 2011 Court Order in the case, Thompson Wrecking, Inc. v. Augusta Georgia, civil action No. 1:07-CV-019. Any such language appearing in any Augusta, Georgia solicitation, bid or contract is void and unenforceable.*

*A copy of this Order can be reviewed at [www.augustaga.gov](http://www.augustaga.gov) home page.*

- 1.7 **Augusta, Georgia License Requirement:** For further information contact the License and Inspection Department @ 706 312-5050.

**General Contractors License Number:** If applicable, in accordance with O.C.G.A. §43-41, or be subjected to penalties as may be required by law.

**Utility Contractor License Number:** If applicable, in accordance with O.C.G.A. §43-14, or be subjected to penalties as may be required by law.

- 1.8 **Terms of Contract:** (Check where applicable)  
☐ (A) Annual Contract  
☒ (B) One time Purchase.  
☐ (C) Other



## **NOTICE TO ALL VENDORS**

**(PLEASE READ CAREFULLY)**

**ADHERE TO THE BELOW INSTRUCTIONS AND DO NOT SUBSTITUTE FORMS**

**PLEASE READ CAREFULLY:**

**Attachment B** is a consolidated document consisting of:

1. Business License Number Requirement (must be provided)
2. Acknowledgement of Addenda (must be acknowledged, if any)
3. Statement of Non-Discrimination
4. Non-Collusion Affidavit of Prime Proponent/Offeror
5. Conflict of Interest
6. Contractor Affidavit and Agreement (E-Verify User ID Number must be provided)

**Attachment B Must be Notarized & the 2 Pages Must be returned with your submittal – No Exceptions.**

**Business License Requirement:** Proponent must be licensed in the Governmental entity for where they do the majority of their business. Your **company's business license number must** be provided on Page 1 of Attachment B. If your Governmental entity (State or Local) does not require a business license, your company will be required to obtain a Richmond County business license if awarded a contract. For further information contact the License and Inspection Department @ 706 312-5050.

**Acknowledgement of Addenda:** You Must acknowledge all Addenda. See Page 1 of Attachment B.

**E-Verify \* User Identification Number (Company I.D.)** The recommended awarded vendor will be required to provide a copy of Homeland Security's Memorandum Of Understanding (MOU)

**Affidavit Verifying Status for Augusta Benefit Application (S.A.V.E. Program) (Must Be Returned With Your Submittal)**

The successful proponent will submit the following forms to the Procurement Department no later than five (5) days after receiving the "Letter of Recommendation"  
(Vendor's letter will denote the date forms are to be received)

1. Georgia Security and Immigration Subcontractor Affidavit
2. Non-Collusion Affidavit of Sub-Contractor

**WARNING:**

Please review "Notice to Proponent" regarding Augusta Georgia's Local Small Business Opportunity Program Proponent Requirements.

Vendors are cautioned that acquisition of proposal documents through any source other than the office of the Procurement Department is not advisable. Acquisition of proposal documents from unauthorized sources places the proposer at the risk of receiving incomplete or inaccurate information upon which to base his qualifications.

Proposals are publicly opened. It is your responsibility to ensure that your company has met the Specifications and Licenses' requirements prior to submitting a proposal.



## **Attachment B**

**You Must Complete and Return the 2 pages of Attachment B with Your Submittal. Document Must Be Notarized.**

Augusta, Georgia Augusta Procurement Department

**ATTN: Procurement Director**

535 Telfair Street, Suite 605

Augusta, Georgia 30901

Name of Proponent: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Do You Have A Business License?** Yes: \_\_\_\_\_ No: \_\_\_\_\_

**Augusta, GA Business License # for your Company (Must Provide):** \_\_\_\_\_

**and/or Your State/Local Business License # for your Company (Must Provide):** \_\_\_\_\_

**Utility Contractors License # (Must Provide if applicable):** \_\_\_\_\_ **MUST BE LISTED ON FRONT OF ENVELOPE**

**General Contractor License # (Must Provide if applicable):** \_\_\_\_\_

**Additional Specialty License # (Must Provide if applicable):** \_\_\_\_\_

**NOTE:** Company must be licensed in the Governmental entity for where they do the majority of their business. If your Governmental entity (State or Local) does not require a business license, please state above (Procurement will verify), your company will be required to obtain a Richmond County business license if awarded a RFP. For further information regarding Augusta, GA license requirements, please contact the License and Inspection Department @ 706 312-5050.

**List the State, City & County that issued your license:** \_\_\_\_\_

**Acknowledgement of Addenda: (#1) \_\_\_\_\_: (#2) \_\_\_\_\_: (#3) \_\_\_\_\_: (#4) \_\_\_\_\_: (#5) \_\_\_\_\_: (#6) \_\_\_\_\_: (#7) \_\_\_\_\_: (#8) \_\_\_\_\_:**

**NOTE: CHECK APPROPRIATE BOX(ES)- ADD ADDITIONAL NUMBERS AS APPLICABLE**

### **Statement of Non-Discrimination**

The undersigned understands that it is the policy of Augusta, Georgia to promote full and equal business opportunity for all persons doing business with Augusta, Georgia. The undersigned covenants that we have not discriminated, on the basis of age, race, religion, gender, national origin or ethnicity, with regard to prime contracting, subcontracting or partnering opportunities.

The undersigned covenants and agrees to make good faith efforts to ensure maximum practicable participation of local small businesses on the proposal or contract awarded by Augusta, Georgia. The undersigned further covenants that we have completed truthfully and fully the required forms regarding good faith efforts and local small business subcontractor/supplier utilization.

The undersigned further covenants and agrees not to engage in discriminatory conduct of any type against local small businesses, in conformity with Augusta, Georgia's Local Small Business Opportunity Program. Set forth below is the signature of an officer of the proposer/contracting entity with the authority to bind the entity.

The undersigned acknowledge and warrant that this Company has been made aware of understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this Company;

That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption; That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this Company may hereafter obtain and;

That the failure of this Company to satisfactorily discharge any of the promises of nondiscrimination as made and set forth herein shall constitute a material breach of contract entitling Augusta, Georgia to declare the contract in default and to exercise any and all applicable rights remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and or forfeiture of compensation due and owing on a contract.

### **Non-Collusion of Prime Proponent**

By submission of a proposal, the vendor certifies, under penalty of perjury, that to the best of its knowledge and belief:

(a) The prices in the proposal have been arrived at independently without collusion, consultation, communications, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.

(b) Unless otherwise required by law, the prices which have been quoted in the proposal have not been knowingly disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or to any competitor.

(c) No attempt has been made, or will be made, by the vendor to induce any other person, partnership or corporation to submit or not to submit a proposal for the purpose of restricting competition. Collusions and fraud in proposal preparation shall be reported to the State of Georgia Attorney General and the United States Justice Department.

### **Conflict of Interest**

By submission of a proposal, the responding firm certifies, under penalty of perjury, that to the best of its knowledge and belief:

1. No circumstances exist which cause a Conflict of Interest in performing the services required by this RFP, and
2. That no employee of the County, nor any member thereof, nor any public agency or official affected by this RFP, has any pecuniary interest in the business of the responding firm or his sub-consultant(s) has any interest that would conflict in any manner or degree with the performance related to this RFP.

By submission of a proposal, the vendor certifies under penalty of perjury, that to the best of its knowledge and belief:

- (a) The prices in the proposal have been arrived at independently without collusion, consultation, communications, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.
- (b) Unless otherwise required by law, the prices which have been quoted in the proposal have not knowingly been disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or competitor.
- (c) No attempt has been made, or will be made, by the vendor to induce any other person, partnership or cooperation to submit or not to submit a proposal for the purpose of restricting competition. For any breach or violation of this provision, the County shall have the right to terminate any related contract or agreement without liability and at its discretion to deduct from the price, or otherwise recover, the full amount of such fee, commission, percentage, gift, payment or consideration.

### **Contractor Affidavit and Agreement**

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with Augusta, Georgia Board of Commissioners has registered with and is participating in a federal work authorization program\* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. §13-10-91. The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to this contract with Augusta, Georgia Board of Commissioners, contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. §13-10-91 on the Subcontractor Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the Augusta, Georgia Board of Commissioners at the time the subcontractor(s) is retained to perform such service.

**Georgia Law requires your company to have an E-Verify\*User Identification Number (Company I.D.) on or after July 1, 2009.**

For additional information or to enroll your company, visit the **State of Georgia** website:

<https://e-verify.uscis.gov/enroll/> and/or [http://www.dol.state.ga.us/pdf/rules/300\\_10\\_1.pdf](http://www.dol.state.ga.us/pdf/rules/300_10_1.pdf)

**\*\* E-Verify \* User Identification Number (Company I.D.) \_\_\_\_\_**

**NOTE: E-VERIFY USER IDENTIFICATION NUMBER (COMPANY I.D.) MUST BE PROVIDED: IN ADDITION, THE RECOMMENDED AWARDED VENDOR WILL BE REQUIRED TO PROVIDE A COPY OF HOMELAND SECURITY'S MEMORANDUM OF UNDERSTANDING (MOU)**

The undersigned further agrees to submit a notarized copy of Attachment B and any required documentation noted as part of the Augusta, Georgia Board of Commissions specifications which govern this process. In addition, the undersigned agrees to submit all required forms for any subcontractor(s) as requested and or required. **I further understand that my submittal will be deemed non-compliant if any part of this process is violated.**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
BY: Authorized Officer or Agent  
(Contractor Signature)

\_\_\_\_\_  
Title of Authorized Officer or Agent of Contractor

\_\_\_\_\_  
Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_

**NOTARY SEAL**

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

**You Must Complete and Return the 2 pages of Attachment B with Your Submittal. Document Must Be Notarized.**

Rev. 2/17/2016



**You Must Complete and Return with Your Submittal. Document Must Be Notarized**

### **Systematic Alien Verification for Entitlements (SAVE) Program**

**Affidavit Verifying Status for Augusta, Georgia Benefit Application** By executing this affidavit under oath, as an applicant for an Augusta, Georgia Business License or Occupation Tax Certificate, Alcohol License, Taxi Permit, Contract or other public benefit as reference in O.C.G.A. Section 50-36-1, I am stating the following with respect to my proposal for an Augusta, Georgia contract for

\_\_\_\_\_  
*[RFP Project Number and Project Name]*

\_\_\_\_\_  
*[Print/Type: Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]*

\_\_\_\_\_  
*[Print/Type: Name of business, corporation, partnership, or other private entity]*

1.) \_\_\_\_\_ I am a citizen of the United States.

**OR**

2.) \_\_\_\_\_ I am a legal permanent resident 18 years of age or older.

**OR**

3.) \_\_\_\_\_ I am an otherwise qualified alien (8 § USC 1641) or nonimmigrant under the Federal Immigration and Nationality Act (8 USC 1101 *et seq.*) 18 years of age or older and lawfully present in the United States. \*

***In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of Code Section 16-10-20 of the Official Code of Georgia.***

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**\* Alien Registration Number for Non-Citizens**

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
**Notary Public**

My Commission Expires: \_\_\_\_\_

**NOTARY SEAL**

**Note: THIS FORM MUST BE COMPLETED AND RETURNED WITH YOUR SUBMITTAL**

Rev. 7/12/2015

**Local Small Business Opportunity Program Ordinance Requirements**  
**Notice To All Proponents PLEASE READ CAREFULLY) Shall apply to ALL**  
**Bids/RFPs/RFOs regardless of the dollar amount**

In accordance with Chapter 10B of the AUGUSTA, GA. CODE, Contractors agree to collect and maintain all records necessary to for Augusta, Georgia to evaluate the effectiveness of its Local Small Business Opportunity Program and to make such records available to Augusta, Georgia upon request. The requirements of the Local Small Business Opportunity Program can be found at [www.augustaga.gov](http://www.augustaga.gov). In accordance with AUGUSTA, GA. CODE, Contractors shall report to Augusta, Georgia the total dollars paid to each subcontractor, vendor, or other business on each contract, and shall provide such payment affidavits, regarding payment to subcontractors, if any as required by Augusta, Georgia. Such utilization reports shall be in the format specified by the Director of Minority and Small Business Opportunities, and shall be submitted at such times as required by Augusta, Georgia. Required forms can be found at [www.augustaga.gov](http://www.augustaga.gov). If you need assistance completing a form or filing information, please contact the LSBOP Program office at (706) 821-2406. Failure to provide such reports within the time period specified by Augusta, Georgia shall entitle Augusta, Georgia to exercise any of the remedies set forth, including but not limited to, withholding payment from the Contractor and/or collecting liquidated damages.

**To print a copy of the Prime Contractor Data Collection Form**  
visit: <http://www.augustaga.gov/index.aspx?NID=1672>

Website: <http://www.augustaga.gov/index.aspx?nid=83>

**SHALL APPLY TO PROJECTS \$100,000 & UP**

**Sec. 1-10-129. Local small business opportunities program participation.**

**(a) *Sealed Bids, Sealed Proposals, Professional Services And Other Major Purchasing.*** The following procedures and contract requirements will be used to insure that local small businesses are encouraged to participate in Augusta, Georgia contracts, including but not limited to construction contracts, requests for professional services and the performance of public works contracts. The Augusta, Georgia user department shall indicate goals for local small business in all solicitations for contracts over \$100,000 in value:

**(1)** Bid conditions, requests for proposals, and all other specifications for contracts awarded by Augusta, Georgia will require that, where subcontracting goal is utilized in performing the contract, the bidder or proponent, will make Good Faith Efforts to subcontract with or purchase supplies from local small businesses. Bid specifications will require the bidder or proponent to keep records of such efforts that are adequate to permit a determination of compliance with this requirement.

**(2)** Each Proponent shall be required to provide documentation of achieving goal or provide documentation of Good Faith Efforts to engage local small businesses as subcontractors or suppliers, the names of local small businesses and other subcontractors to whom it intends to award subcontracts, the dollar value of the subcontracts, and the scope of the work to be performed, recorded on the form(s) provided or made available as part of the bid package. If there are no sub-contracting opportunities, bidder shall so indicate on the appropriate form.

**(6)** All solicitation documents shall require bidders or proponents to submit with their bid/proposal the following written documents, statements or forms, which shall be made available by the Procurement Department.

**(i)** Non-Discrimination Statement which shall affirm the bidder's: (a) adherence to the policies of Augusta, Georgia relating to equal opportunity in contracting; (b) agreement to undertake certain measures as provided in this policy to ensure maximum practicable participation of local

small businesses; and (c) agreement not to engage in discriminatory conduct of any type.

**(ii)** Proposed Local Small Business Subcontractor/Supplier Utilization Plan.

**(iii)** Documentation of Good Faith Efforts to use local small businesses.

**Failure to submit the above documentation shall result in the bid or proposal being declared non-responsive.**

**(d) *Post Contract Award Requirements.*** The purpose of this sub-section is to establish requirements for contractor compliance with the LSBOP after a contract has been awarded. This is incorporated into all Augusta, Georgia Contracts for which a local small business goal has been established or negotiated.

**(1)** Contractors shall have an affirmative, ongoing obligation to meet or exceed the committed local small business goal for the duration of the contract. The Augusta, Georgia may deem a contractor to be in violation of the LSBOP and in breach of its contract if at any time Augusta, Georgia determines that:

**(a)** The contractor will not meet the committed local small business goals; and

**(b)** the reasons for the contractor's failure are within the contractor's control. For example, if a contractor does not meet the local small business goal because the contractor terminated a local small business without cause or if the contractor caused and local small business to withdraw from the project without justification, then Augusta, Georgia is justified in finding the contractor to be in violation of the LSBOP.

**(h) Compliance.**

**(4)** The Director of minority and small business opportunities shall be responsible for evaluating good faith efforts documentation and subcontractor information submitted by bidders in conformance with, the AUGUSTA, GA CODE and any State and Federal Laws applicable to any bid specifications for competitive sealed bid or competitive sealed proposal projects prior to award of the contract.

**(i) Competitive Bids.**

Nothing in this Policy is to be construed to require Augusta, Georgia to award a bid contract to other than the lowest responsible bidder, or to require contractors to award to subcontractors, or to make significant material purchases from local small businesses who do not submit the best overall pricing to Augusta, Georgia.

**Sec. 1-10-130. Exceptions – federally funded projects.**

In accordance with § 1-10-8 and Chapter 10B, the LSBOP shall only be utilized with federally funded projects, solicitations or contracts as authorized by federal (and Georgia) laws, regulations and conditions applicable to such projects. To the extent that there are any conflicts between any such laws, regulations or conditions and the LSBOP, the federal (and Georgia) laws, regulations and conditions shall control.

**For questions and or additional information please contact:**

Local Small Business Opportunity Program,  
535 Telfair Street, Room 530,  
Augusta, Georgia 30901  
(706) 821-2406.

**NOTE:** All forms should be submitted in a separate, sealed envelope labeled Local Small Business Required Forms, Company's Name & Bid/RFP/RFO Number.

**Rev. 6/27/2013**

## SECTION I INTRODUCTION:

Augusta, GA, invites qualified firms to submit a proposal to supply services as the Airport Marketing Agency for the Augusta Regional Airport. Your submittal should respond to, and be based on, the information included in this Request for Proposal.

Responses will be received in the office of the Director of Procurement at 535 Telfair Street, Suite 605, Augusta, GA 30901 until **Thursday, March 19, 2020 @ 11:00 a.m.** The RFP must be submitted in a sealed package and labeled with firm's name and the name of the project - **RFP 20-172 Airport Marketing Agency. No RFP will be accepted by fax, all must be received by mail or hand delivered. Vendors are required to submit one (1) marked unbound original, (7) seven copies of the RFP.**

The RFP shall be addressed and delivered accordingly to:

Ms. Geri Sams, Director of Procurement  
Procurement Department  
535 Telfair Street, Room 605  
Augusta, Georgia 30901

**A Pre Proposal Conference will be held on Tuesday, March 3, 2020 @ 10:00 a.m. in the Procurement Department, 535 Telfair Street, Room 605, Augusta, GA 30901.**

All vendors responding are cautioned to read this RFP carefully for understanding and request clarification from Augusta, Georgia on any questions pertaining to this RFP. **All questions must be submitted in writing by fax to 706 821-2811 or by email to [procbidandcontract@augustaga.gov](mailto:procbidandcontract@augustaga.gov) to the office of the Procurement Department by Thursday, March 5, 2020 @ 5:00 P.M.** No RFP will be accepted by fax; all must be received by mail or hand delivered. Issues and responses addressed in any other manner will not be considered valid or binding in consideration of proposals or any subsequent contract negotiations.

Failure to provide all of the requested information may cause the proposal to be rejected as non-responsive.

Interested and qualified firm(s) and/or party(ies) are requested to make a response to accomplish the Scope of Services described herein. The response is to be signed by a duly authorized official of the firm and must be submitted in the time, manner, and form prescribed. For a proposal to be considered it must remain valid for at least 90 days after RFPs have been opened, pending the execution of contract with the successful vendor.

If an award of contract is awarded as a result of this solicitation, the contract will be made on the basis of the response which best satisfies the intent of this RFP and other factors considered in the best interest of the Owner. Negotiations may be undertaken with the firm whose proposal shows them to be the most qualified, responsible, and capable of performing the work. In addition to cost, the Owner will consider professional qualifications and related experience to determine which proposal would be in the Owner's best interest if a contract were made.

Additionally, appropriate professional registration and significant prior experience in projects of similar scope are considered minimal qualifications.

The Owner reserves the right to consider proposals or modification thereof received at any time before the award is made, if such action is in the interest of the Owner.

The Owner reserves the right to reject any or all proposals received as the result of this RFP. The Owner also maintains the right to negotiate with any firm, as necessary, to serve the best interests of the Owner. The Owner will not be liable for any costs incurred by any firm prior to the execution of a contract and approval by the Board of Commissioners.

Services must be provided by experienced personnel. Any sub consultants/contractors the proponent will be using to perform any part of the requested service shall be evaluated on the same criteria.

## SECTION I

### SCOPE OF SERVICES:

Augusta, Georgia as the owner of the Augusta Regional Airport at Bush Field (hereinafter "Airport") is soliciting proposals to retain the services of a full service marketing firm or marketing agency that can provide advice, carry out market research, assist as needed in developing a comprehensive integrated marketing strategy and produce a multi-faceted advertising/marketing campaign to support the mission of Airport and Augusta Aviation Commission. **The terms of the contract will be for a three (3) year period. The contract may be renewed for two (2) additional one (1) year terms upon mutual consent of both parties with all terms and conditions remaining the same.**

#### 1.1 General Information.

The Airport is located in Augusta, Georgia and is operated by the Augusta Aviation Commission for Augusta, Georgia. The Airport is a full-service commercial airport, as well as, a Fixed Based Operator and general aviation facility. The commercial side of the Airport consists of a commercial passenger terminal that was completed and occupied in 2008. The Augusta Air Trade Area has a population of over 550,000 and is the second largest city in Georgia. Augusta Regional Airport is classified as a non-hub airport. The Airport recently reached 613,000 in annual passenger activity.

#### 1.2 AGS AT A GLANCE

The Airport is served by the following scheduled certificated carriers:

**Delta Air Lines** with service to ATL

**American Airlines** with service to CLT, DWF and DCA service commencing March 3, 2019.

Annual Enplanements per Calendar year:

2013	270,805
2014	269,902
2015	279,526
2016	279,105
2017	292,902
2018	310,649

Performance related data should not be construed as a guarantee of future activities at AGS.

#### 1.3 SCOPE OF AIRPORT MARKETING PROGRAM

The Airport is seeking proposals that reflect the proponent's experience and professional judgment as to the best means of achieving the foregoing program objectives. Proponents are encouraged to be creative and innovative in proposing a marketing program that best meets the needs and objectives of the Airport.

It is the mission of the Airport to be the preeminent source of air travel to the flying public by providing reliable quality services, competitive fares and courteous and helpful staff in a safe secure environment. Further, it is our duty to provide a cost effective, high value full service Airport facility, which will enhance the economic well-being and quality of life in the Central Savannah River Area (CSRA) and establish ourselves as one of the premiere airport facilities in the Country.

The Airport engages in a variety of communication strategies that target multiple audiences locally and globally. The Airport is seeking a firm that has experience marketing organizations of a similar size and scope as the Augusta Regional Airport with the ability to be a strong accountable partner in its planning process.

#### **1.4 PROJECT OBJECTIVES**

The Airport is looking for a strategic partner with extensive knowledge of marketing and advertising in general, and experience in the CSRA that will provide:

- 1.4.1 Integrated marketing program development and implementation—not studies or reports. The program might include, but not be limited to the development of: detailed annual media plan, public relations campaign, multi media advertising (design, produce, and buy), web site design and marketing, and direct marketing.
- 1.4.2 Industry accepted research data that identifies audience ratings to justify advertising buys and expenditures with monthly reports showing reach and frequency statistics.
- 1.4.3 Consultation and creative support in order to reinforce the Airport's brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities.
- 1.4.4 Researching opportunities and outreach strategies to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes.

#### **1.5 Other Terms and Conditions:**

- 1.5.1 Augusta Regional Airport is a non-smoking facility.
- 1.5.2 Proponent shall adhere to all rules and regulations of the Airport, particularly with regard to safety and security matters.
- 1.5.3 Outstanding Claims and Litigation. Proponents must not have any past due amounts or arrearages on any contract, including but not limited to current concessions contracts, with the City or Airport.

#### **1.6 Evaluation of Proposals**

All proposals received by the specified deadline will be reviewed by an Evaluation Committee. After initial screening, the Evaluation Committee may select those Proponents deemed most qualified for this opportunity for further evaluation and interviews as part of the final selection process. Proponents are advised that Augusta, at its option, may award a contract strictly on the basis of the information contained in the proposals. The Proponent(s) selected by the Evaluation Committee will be recommended to the Augusta Aviation Commission as the party (ies) with whom to enter into a contract, but the Augusta Aviation Commission is not bound to accept the recommendation or award the contract to the recommended proponent(s). Upon approval by the Augusta Aviation Commission the recommendation of award will be presented to the Augusta Commission for final award. It is Augusta's intent to award the contract to the most qualified and responsible proponent(s) who provides the best overall proposal(s) in Augusta's sole discretion. Augusta reserves the right to award more than one contract.

**The minimum requirements to successfully meet the Airport needs include, but is not limited to:**

- 1.6.1 Completeness of the proposal.
- 1.6.2 **Minimum of five (5) years** of experience in buying media, developing strategic advertising plans, designing creative concepts and materials to implement those plans, and producing or coordinating the production of the advertising for a business or organization comparable in size

and scope to the Augusta Regional Airport. Proponent must have access to an industry accepted audience ratings service which can provide justification for advertising buys and expenditures.

- 1.6.3 **Proponent's financial capability, responsibility and resources. The Proponent must provide financial data demonstrating the ability to perform the services hereunder and regarding its current or past business ventures. Such financial data may be in the form of audited or unaudited financial statements, income statements, or balance sheets.**
- 1.6.4 Proponent's reputation and character. Please provide the names, addresses and telephone numbers for three business references.
- 1.6.5 Any other factors the Evaluation Committee deems relevant, including, but not limited to:
- a) The ability, capacity, and skill of the proponent to perform the contract or provide the services required;
  - b) The capability of the proponent to perform the contract or provide the service promptly or within the time specified, without delay or interference;
  - c) The character, integrity, reputation, judgment, experience, and efficiency of the proponent;
  - d) The quality of performance on previous contracts;
  - e) The previous and existing compliance by the proponent with laws and ordinances relating to the contract or services;
  - f) The sufficiency of the financial resources of the proponent relating to his ability to perform the contract; and
  - g) The quality, availability, and adaptability of the supplies or services to the particular use required.
- 1.6.6 Minimum of **five (5) years** of experience in marketing commercial entities preferably in the CSRA.
- 1.6.7 Strong understanding of design, branding, and the Airport along with the challenges and opportunities that face the Airport. Ability to develop a complete marketing, branding and communication strategy that draws upon the strengths of the Airport.
- 1.6.8 Proven record in facilitating and designing strategic plans.
- 1.6.9 Comprehensive resources in the areas of experience, expertise, creative talent and manpower.
- 1.6.10 Augusta may, during the evaluation process, request from any Proponent additional information, which Augusta deems necessary to determine the Proponent's ability to perform the required services. If such information is requested, the Proponent may be permitted up to five (5) working days to submit the information requested.
- 1.6.11 Augusta may also request clarification from a Proponent on any item. Augusta reserves the right to select the Proposal which in its sole judgment best meets the needs of the Airport.
- 1.6.12 All Proponents responding to this RFP will be notified of their selection or non-selection in writing after the Evaluation Committee has completed the selection process.
- 1.6.13 No Aviation Commissioner or employees will participate in the selection process when such person has a relationship with a person or business entity submitting a proposal. Any person or business entity submitting a proposal who has such a relationship with a Commissioner or employee who may be involved in the selection process shall advise the Airport of the same.

- 1.6.14 Any person or business entity which engages in practices which might result in unlawful activity relating to the selection process including, but not limited to, kickbacks or other unlawful consideration paid to any Commissioner or employee, shall be disqualified from the selection process.
- 1.6.15 **Solicitation Caveat:** The issuance of this solicitation does not constitute an award commitment on the part of Augusta, and Augusta shall not pay for costs incurred in the preparation or submission of Proposals. Augusta reserves the right to reject any or all proposals or portions thereof if Augusta determines that it is in the best interest of Augusta to do so.
- 1.6.16 Failure to furnish all information requested or to follow the format requested herein, or the submission of false information, may disqualify the Proponent, at the sole discretion of Augusta. Augusta may waive any deviation in a proposal. Augusta's waiver of a deviation shall in no way modify the RFP requirements nor excuse the successful Proponent from full compliance with any resultant agreement requirements or obligations.
- 1.6.17 **Time:** Time is of the essence.
- 1.6.18 **Form of Agreement:** No agreement with Augusta is in effect until a contract has been signed by both parties. A contract will be drafted after the selection of a Proponent which shall incorporate the proposal documents submitted and such additional terms and conditions as negotiated between the parties. Such agreement shall also contain Augusta's required contract terms and conditions.
- 1.6.19 **Statutes and Rules:** The terms and conditions of this RFP, and the contract signed by the successful Proponent, shall conform to all applicable statutes, rules and regulations of the federal government, the State of Georgia, Augusta and the Airport.
- 1.6.20 **Price and/or fees** shall not be the driving factor in the evaluation of this award and shall be considered as follows.

The Evaluation Committee shall take into account the estimated value, the scope, the complexity and the professional nature of the services to be rendered. See **Section IV** for a copy of the weighted evaluation sheet.

**Fee Proposal is to be submitted in a separately sealed envelope. Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFP #20-172 Airport Marketing Agency.**

## SECTION II

### PROPOSAL INFORMATION AND REQUIREMENTS:

Responses should be submitted in the format outlined in this section. Augusta reserves the right to eliminate from further consideration any response that is deemed substantially or materially unresponsive to the requests for information contained in this section.

#### 2.1 Business Address:

Proponents shall furnish their business street address. Any communications directed either to the address so given, and deposited in the U.S. Postal Service by Certified Mail, shall constitute a legal service thereof upon the Proponent.

## 2.2 Proposal Format and Contents:

**For ease of review and to facilitate evaluation, the Proposals for this project should be organized and presented in the order requested as follows:**

**Cover Page:** Indicate the name of the firm and that the RFP is for the following:

**PROPOSAL: "RFP 20-172 Marketing Services for the Augusta Regional Airport"**

### **Section I – Procurement Documents:**

All documents required under the Augusta Procurement regulations and procedures, properly executed and notarized as required (**Attachment B and Save Form**). The notary seal shall be visible on the original AND all copies.

### **Section II - Organizational Information:**

Provide specific information concerning the firm in this section, including the legal name, address and telephone number of your company and the type of entity (sole proprietorship, partnership, or corporation and whether public or private). Include the name and telephone number of the person(s) in your company authorized to execute the proposed contract. If two or more firms are involved in a joint venture or association, the Proposal must clearly delineate the respective areas of authority and responsibility of each party. All parties signing the Agreement with Augusta must be individually liable for complying with the terms of the contract even when the areas of responsibility under the terms of the joint venture or association are limited. All proposals submitted by a joint venture must name the lead agency who will act on behalf of the collaborating businesses.

### **Section III - Management Capabilities and Experience:**

Provide specific information in this section concerning the Proponent's experience in providing the services specified in this RFP. As a minimum requirement, Proponent must:

- 1) Briefly describe your knowledge and experience in the marketing industry
- 2) Briefly describe your knowledge and experience in marketing commercial properties/entities.
- 3) Briefly describe your knowledge and experience of the CSRA travel and tourism market.
- 4) Describe at least two documented successes (include at minimum one successful marketing plan for a business or organization similar in size and scope to the Augusta Regional Airport) in designing strategic plans. Include: plan objectives, tactics used to reach the objectives, results of the plan, dates, names, and telephone numbers of reference contacts.
- 5) Describe at least four documented successes (include at minimum one successful marketing strategy for a business or organization similar in size and scope to the Augusta Regional Airport) in designing and implementing an integrated marketing strategy with samples of produced work, dates, names, and telephone numbers of reference contacts.

- 6) Submit the addresses of two web sites for which you have been involved in the design, and describe the nature of your participation (design, programming, hosting, etc.).
- 7) Describe the ability of your firm to place the media buys for the airport, including providing reach and frequency reports (include a sample report) to Airport staff. Identify any family members that perform work or provide consulting services for any of the media outlets with which the Airport might place media buys.
- 8) Describe the overall comprehensive resources of your firm in the areas of experience, expertise, creative talent and manpower, including subcontractors or sub-consultants.
- 9) Provide resumes for the specific personnel/subcontractors who would actually perform the work for the Airport.
- 10) Describe how your firm will determine recommendations on placement and the system you will use to track budget expenditures.
- 11) Summarize why your firm is the best partner for the airport.
- 12) To avoid any conflicts of interest, list any other Georgia or South Carolina airports, Chambers of Commerce, Economic Development Agencies or travel and tourism firms you are working for now, or in the past year.
- 13) Describe how your firm addresses compensation. **Please include your hourly rate card and other fees that may be charged for services rendered. Fee Proposal information must be placed in a separate sealed envelope. Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFP #20-172 Airport Marketing Agency.**

**NOTE: Failure to answer each of the above items completely and truthfully will result in the rejection of the submitted statement as non-responsive.**

**Section IV - Financial Information:**

Provide financial information in the form of audited or unaudited financial statements, income statements or balance sheets on Proponent's current business and past business activities.

**Provide financial information in the form that would allow proposal evaluators to ascertain the financial stability of the Proposer.**

- a. **If a public company, include a recap of the most recent audited financial report.**
- b. **If a private company, provide a recap of the most recent internal financial statement; and a letter, on the financial institution's letterhead, stating financial stability.**

**Section V - References:**

Provide at least three (3) business references (businesses or individuals), including names, addresses, telephone numbers, and email addresses.

#### **Section VI - Additional Information:**

Include any other information believed by Proponent to be pertinent but not required.

#### **Section VII Disposition of Proposals and Proprietary Data:**

All materials and information submitted in response to this RFP become the property of Augusta. Any and all Proposals received by Augusta shall be subject to public disclosure and inspection, except to the extent the Proponent designates trade secrets or other proprietary data to be confidential, after the Evaluation Committee has completed its deliberative process and either the Proponent has been informed that they are not the Proponent selected by the Evaluation Committee for recommendation to the Augusta Aviation Commission, or the matter has been set for consideration before the Augusta Aviation Commission, whichever comes first. Material designated as proprietary or confidential shall accompany the Proposal and each page shall be clearly marked and readily separable from the Proposal in order to facilitate public inspection of the non-confidential portion of the Proposal. Augusta will endeavor to restrict distribution of material designated as confidential or proprietary to only those individuals involved in the review and analysis of the Proposals. Proponents are cautioned, however, that materials designated as confidential may nevertheless be subject to disclosure. Proponents are advised that Augusta does not wish to receive confidential or proprietary information and that Proponents are not to supply such information except when it is absolutely necessary. If any information or materials in any Proposal submitted is labeled confidential or proprietary, the Proposal shall include the following clause:

\_\_\_\_\_(legal name of Proponent) shall indemnify, defend and hold harmless the Board of Commissioners, the Mayor, Augusta, its officers, agents and employees and the Augusta Aviation Commission from and against any request, action or proceeding of any nature and any damages or liability of any nature, specifically including attorneys' fees awarded under the Georgia Open Records Act arising out of, concerning or in any way involving any materials or information in this proposal that \_\_\_\_\_(legal name of Proponent) has labeled as confidential, proprietary or otherwise not subject to disclosure as a public record.

**Fee Proposal is to be submitted in a separately sealed envelope. Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFP #20-172 Airport Marketing Agency.**

### **SECTION III**

#### **RESPONSE CONTENTS:**

An official authorized to bind the offeror must sign all statements. Any document received after this time and date will not be considered and will be returned unopened to the firm.

Firms that wish to join in a consortium must designate one firm as principal or lead firm. Consortia will be evaluated according to the same requirements as a single firm.

All proposals should be complete and carefully worded and must convey all information requested by Augusta. Firms shall outline the scope of work, elements and tasks therein and the means of execution.

1. The vendors are required to **submit one (1) marked unbound original and seven (7) copies of their RFP.** Original is to be unbound. Copies may be bound Stapled, ring bound or spiral bound. **Creative ideas may be submitted on a thumb drive, but is not required.**
2. Proposals should be prepared simply and economically, providing a straightforward, concise description of offeror's capabilities to satisfy the requirements of the RFP.
3. Each copy of the proposal should be bound in a single volume, including any documentation.
4. If the proposal includes any information in addition to the specific information requested in the RFP, it should be included as an appendix to the proposal.
5. Each proposal will be evaluated utilizing the evaluation criteria listed in **Section IV.**
6. **Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFP #20-172 Airport Marketing Agency.**



## SECTION IV

### CRITERIA FOR EVALUATION:

#### Evaluation Process

All proposals will be evaluated by an Augusta, Georgia Selection Committee (Committee). The Committee may be composed of Augusta, Georgia staff and other parties that may have expertise or experience in the services described herein. The Committee will review the submittals and will rank the proposers. The evaluation of the proposals shall be within the sole judgment and discretion of the Committee. All contacts during the evaluation phase shall be through the Augusta, Georgia Procurement Office only. Proposers shall neither contact nor lobby evaluators during the evaluation process. Attempts by Proposer to contact members of the Committee may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.

The Committee will evaluate each proposal meeting the qualification requirements set forth in this RFP. Proposers should bear in mind that any proposal that is unrealistic in terms of the technical or schedule commitments may be deemed reflective of an inherent lack of technical competence or indicative of a failure to comprehend the complexity and risk of Augusta, Georgia's requirements as set forth in this RFP.

If needed, the selection process will include oral interviews. The consultant will be notified of the time and place of oral interviews and if any additional information that may be required to be submitted.

Cumulative Scores will include the total from Phase 1 and Phase 2. It is the intent of the Owner to conduct a fair and comprehensive evaluation of all proposals received. **The contract for this project/service will be awarded to the proposer who submitted a proposal that is most advantageous to the Owner.**

#### Evaluation Criteria

Proposals will be evaluated according to each Evaluation Criteria, and scored on a zero to five point rating. The scores for all the Evaluation Criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total. The final maximum score for any project/service is five hundred (500) points.

Rating Scale		
0	Not Acceptable	Non-responsive, fails to meet RFP specifications. The approach has no probability of success. For mandatory requirement this score will result in disqualification of proposal.
1	Poor	Below average, falls short of expectations, is substandard to that which is the average or expected norm, has a low probability of success in achieving project/service objectives per RFP.
2	Fair	Has a reasonable probability of success, however, some objectives may not be met.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFP specification. This will be the baseline score for each item with adjustments based on interpretation of proposal by Evaluation Committee members.
4	Above Average/Good	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.
5	Excellent/Exceptional	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.

The Evaluation Criteria Summary and their respective weights are as follows:

### **1. Completeness of Response (Pass/Fail)**

- a. Responses to this RFP must be complete. Responses that do not include the proposal content requirements identified within this RFP and subsequent addenda and do not address each of the items listed below will be considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration. Responses that are rated a Fail and are not considered may be picked up at the delivery location or returned to the vendor (at vendor's expense). Please provide shipping instructions and/or fees upon the completion of the competitive process.

### **Conflict of Interest Statement (Pass/Fail)**

- b. Discloses any financial, business or other relationship with the Augusta, Georgia that may have an impact upon the outcome of the contract or the construction project/service.
- c. Lists current clients who may have a financial interest in the outcome of this contract or the construction project/service that will follow.
- d. Discloses any financial interest or relationship with any construction company that might submit a bid on the construction project/ service.

### **2. Qualifications & Experience (20 points)**

- a. Relevant experience, specific qualifications, and technical expertise of the firm and sub-consultants/proposers to conduct the required services as listed in this RFP and adhering to all required license requirement for federal, state and local services.

### **3. Organization & Approach (15 points)**

- a. Describes familiarity of project/service and demonstrates understanding of work completed to date and project/service objectives moving forward
- b. Roles and Organization of Proposed Team
  - i. Proposes adequate and appropriate disciplines of project/service team.
  - ii. Some or all of team members have previously worked together on similar project/service(s).
  - iii. Overall organization of the team is relevant to Augusta, Georgia needs.
- c. Project and Management Approach
  - i. Team is managed by an individual with appropriate experience in similar project/services. This person's time is appropriately committed to the project/service.
  - ii. Team successfully addresses all requirements of this RFP.
  - iii. The team and management approach responds to project/service issues. Team structure provides adequate capability to perform both volume and quality of needed work within project/service schedule milestones.
- d. Roles of Key Individuals on the Team
  - i. Proposed team members, as demonstrated by enclosed resumes, have relevant experience for their role in the project/service.
  - ii. Key positions required to execute the project/service team's responsibilities are appropriately staffed.
- e. Working Relationship with Augusta, Georgia
  - i. Team and its leaders have experience working in the public sector and knowledge of public sector procurement process.
  - ii. Team leadership understands the nature of public sector work and its decision-making process.
  - iii. Proposal responds to need to assist Augusta, Georgia during the /service.

### **4. Scope of Services to be Provided (15 points)**

- Minimum of five (5) years of experience in buying media, developing strategic advertising plans, designing creative concepts and materials to implement those plans, and producing or coordinating the production of the advertising for a business or organization comparable in size and scope to the Augusta Regional Airport.

- Experience in the development of detailed annual media plans, public relations campaigns, multi media advertising (design, produce, and buy), web site design and marketing, and direct marketing.
- Access to industry accepted research data that identifies audience ratings to justify advertising buys and expenditures with monthly reports showing reach and frequency statistics.
- Experience in consultation and creative support in order to reinforce brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities.
- Experience developing outreach strategies designed to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes.

**5. Schedule of Work (5 points)**

- Firm's availability to provide the requested services.
- Schedule shows completion of the work within or preferably prior to the Augusta, Georgia overall time limits as specified in the RFP.
- The schedule serves as a project/service timeline, stating all major milestones and required submittals for project/service management and applicable law compliance.
- The schedule addresses all knowledgeable phases of the project/service, in accordance with the general requirements of this RFP.

**6. Financial statements (5 points).**

Provide financial information that would allow proposal evaluators to ascertain the financial stability of the Proposer.

- If a public company, include a recap of the most recent audited financial report.
- If a private company, provide a recap of the most recent internal financial statement; and a letter, on the financial institution's letterhead, stating financial stability.

**7. References (5 points)**

- Provide as reference the name of at least three (3) agencies you currently or have previously consulted for in the past three (3) years.
- Include specific individuals with addresses and telephone numbers.

**8. Proximity to Area (10 points)**

- |  |           |
|--|-----------|
| a. Within Richmond County                                | 10 points |
| b. Within CSRA   | 6 points  |
| c. Within Georgia  | 4 points  |
| d. Within SE United States (includes AL, TN, NC, SC, FL) | 2 points  |
| e. All Others  | 1 points  |

**9. Presentation by Team (10 points) (Optional)**

Team presentation conveying project/service understanding, communication skills, innovative ideas, critical issues and solutions.

**10. Q&A Response to Panel Questions (5 points) (Optional)**

Proposer provides responses to various interview panel questions.

**11. Cost/Fee Proposal (10 points) Enclosed in a separate sealed envelope.**

- |               |    |
|---------------|----|
| a. Lowest Fee | 10 |
| b. Second     | 6  |
| c. Third      | 4  |
| d. Fourth     | 2  |
| e. Fifth      | 1  |

Weighted scores for each Proposal will be assigned utilizing the table below:

Phase 1				
No.	Evaluation Criteria	Rating (0-5)	Weight	Score (Rating * Weight)
1	Completeness of Response <ul style="list-style-type: none"> <li>Package submitted by the deadline</li> <li>Package is complete (includes requested information as required per this solicitation)</li> <li>Attachment B is complete, signed and notarized</li> </ul>	N/A	Pass/Fail	Pass/Fail
2	Qualifications & Experience		20	
3	Organization & Approach		15	
4	Scope of Services: <ul style="list-style-type: none"> <li>Minimum of five (5) years of experience in buying media, developing strategic advertising plans, designing creative concepts and materials to implement those plans, and producing or coordinating the production of the advertising for a business or organization comparable in size and scope to the Augusta Regional Airport.</li> <li>Experience in the development of detailed annual media plans, public relations campaigns, multi media advertising (design, produce, and buy), web site design and marketing, and direct marketing.</li> <li>Access to industry accepted research data that identifies audience ratings to justify advertising buys and expenditures with monthly reports showing reach and frequency statistics.</li> <li>Experience in consultation and creative support in order to reinforce brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities.</li> <li>Experience developing outreach strategies designed to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes.</li> </ul>		15	
5	Schedule of Work		5	
6	Financial Stability		5	
7	References		5	
8	Proximity to Area <ul style="list-style-type: none"> <li>a. Within Richmond County 10 points</li> <li>b. Within CSRA 6 points</li> <li>c. Within Georgia 4 points</li> <li>d. Within SE United States (includes AL, TN, NC, SC, FL) 2 points</li> <li>e. All Others 1 points</li> </ul>		10	
<b>Phase 2 (Optional – Numbers 9 and 10) Any Vendors that Receive Less Than a 3 Ranking in Any Category will not be considered for Phase II</b>		<b>Rating (0-5)</b>	<b>Weight</b>	<b>Score (Rating * Weight)</b>
9	Presentation by Team		10	
10	Q&A Response to Panel Questions		5	
11	<b>Cost/Fee Proposal Consideration</b> <ul style="list-style-type: none"> <li>a. Lowest Fee 10</li> <li>b. Second 6</li> <li>c. Third 4</li> <li>d. Fourth 2</li> <li>e. Fifth 1</li> </ul>		10	
<b>Total:</b>			100	

Proposals will be evaluated according to each Evaluation Criteria, and scored on a zero to five point rating. The scores for all the Evaluation Criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total. The final maximum score for any project/service is five hundred (500) points.

## Section VI

### Selection Process:

#### Evaluation of Proposals

**6.1 Selection Committee.** A selection committee, minimally consisting of representatives of the Procurement Department and the Airport shall convene for the purpose of evaluating the proposals. The Evaluation team will evaluate the responses to the RFP, verify the information presented, and conduct oral interviews, as deemed appropriate. This process will result in the selection of the successful Proponent who, through contractual agreements will undertake the scope of work.

**6.2** Proposals will be scored as indicated on **Section V**.

**6.3 Phase One Criteria** (Identify short listed offerors only)

**The Procurement Director, in consultation and upon the recommendation of the** head of the using agency, shall select from among the offerors no less than three (3) offerors (the “short-listed offerors”) deemed to be the most responsible and responsive; provided, however, that if three (3) or less offerors respond to the solicitation, this requirement will not apply. The selection of the short-listed offerors shall be made in order of preference. From the date proposals are received by Procurement Director through the date the contract is awarded, no offeror may make substitutions, deletions, additions or other changes in the configuration or structure of the offeror’s teams or members of offeror’s teams prior to award.

It is the intent of the Owner to conduct a fair and comprehensive evaluation of all proposals received. The contract will be awarded to the proposer who submitted a proposal that is most advantageous to the Owner.

Your team will be evaluated on the basis of how well your firm and its individual professionals meet the criteria outlined including general and specific selection criteria

**6.4 Phase Two Criteria** (Rank the company that best address scope of service/ technical proposal as outlined in the specifications to be in the best interest of Augusta, Georgia).

After an initial screening process, a technical question and answer conference or interview will be conducted, if deemed necessary, to clarify or verify the offeror’s proposal and to develop a comprehensive assessment of the proposal. This process will result in the selection of the successful vendor who, through contractual agreements will undertake the scope of work.

**6.5 Preliminary negotiations.** Discussions with the proponents and technical revisions to the proposals may occur. Discussions may be conducted with the responsible proponents who submit proposals for the purpose of clarification and to assure full understanding of, and conformance to, the solicitation requirements. Proponents shall be accorded fair and equal treatment with respect to any opportunity for discussions and revision of proposals and such revisions may be permitted after submission and prior to award for the purpose of obtaining best and final offers. In conducting discussions, there shall be no disclosure of information derived from proposals submitted by competing proponents. **Please submit your proposal in a concise written tabulated format indexed and organize recommended firm and contract will be presented to the Augusta Commission for final approval.**

**6.6 Final negotiations and letting the contract.** The Committee shall rank the technical proposals, then open and consider the pricing proposals submitted by each proponent. A recommended for award shall be made through the Augusta Aviation Commission, to the most responsible and responsive proponent whose proposal is determined to be the most advantageous to the Airport, taking into consideration price and the evaluation factors set forth in the request for proposals. Upon approval by the Augusta Aviation Commission the recommendation of award will be presented to the Augusta Commission for final award. No other factors or criteria shall be used in the evaluation. The contract file shall contain a written report of the basis on which the award is made/recommended. The contract shall be awarded or let in accordance with the procedures set forth in this RFP and in accordance the Augusta-Richmond Code.

The Proponent(s) selected by the Evaluation Committee will be recommended to the Augusta Aviation Commission as the party (ies) with whom to enter into a contract, but the Augusta Aviation Commission is not bound to accept the recommendation or award the contract to the recommended proponent(s). Upon approval by the Augusta Aviation Commission the recommendation of award will be presented to the Augusta Commission for final award. It is Augusta's intent to award the contract to the most qualified and responsible proponent(s) who provides the best overall proposal(s) in Augusta's sole discretion. Augusta reserves the right to award more than one contract.

**When in the best interest of the Augusta, Georgia, Augusta reserves the right to request additional fee information and to request a "Best and Final" offer.**

## FEE PROPOSAL

Name of Company: \_\_\_\_\_

*Please do not deviate from the unit of measure that is listed for each item.*

Fee for Traditional Placement of Ads Material

(% Markup if applicable) \_\_\_\_\_%

Fee for Digital Placement (% Markup) \_\_\_\_\_%

Production Fee \_\_\_\_\_/hr.

Design / Creative Services \_\_\_\_\_/hr.

Website Services

Design \_\_\_\_\_/hr.

Hosting \_\_\_\_\_/fee /month

Event Planning \_\_\_\_\_/hr.

Project Coordination \_\_\_\_\_/hr.

Clerical \_\_\_\_\_/hr.

### Standard Pricing for Thirty (30) Second Segment Commercial Assuming no professional talent costs

1. Concept Design \_\_\_\_\_/hr.

2. Pre-Production Meeting \_\_\_\_\_/hr.

3. Script or Lyrics \_\_\_\_\_/hr.

4. Background Music \_\_\_\_\_/hr.

5. Filming \_\_\_\_\_/hr.

6. Voice Over \_\_\_\_\_/hr.

7. Coordination meeting \_\_\_\_\_/hr.

8. Location Scouting \_\_\_\_\_/hr.

9. Talent (Non-Professional Talent) \_\_\_\_\_/hr.

Total Proposed Fee for a 30-Second Commercial: \$\_\_\_\_\_/hr.

*You are to include your price for each line and a total overall price in the increments in the unit of measure listed above, either percentage, hourly rate or fee per month*

*Please do not deviate from the unit of measure that is listed for each item.*

No Additional Fees will be accepted. All fees must be listed in line items above

**Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFP #20-172 Airport Marketing Agency.**

**PROPOSAL SUBMITTED BY:**

**NAME:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY/STATE:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**Fee Proposal must be sealed and labeled on the outside of the package to clearly Indicate  
that it is in response to RFP #20-172 Airport Marketing Agency.**