



Request for Proposal #001-2018 - Terminal Advertising  
Responses to Questions Received as of January 18, 2019, 2:00 p.m. CST

**Question 1**

“As no site visit is scheduled for proposer’s to walk through the current advertising program, we request that the City host a mandatory pre-proposal meeting. Mandatory pre-proposal meetings are a crucial element of an RFP process in that they set the issuer’s expectations of prospective respondents, consolidate questions, and establish a clear understanding of goals, objectives, and expectations of your future advertising program. The result is better responses for the City and will help to streamline the evaluation process.”

Response

The city declines to make a site visit, or pre-proposal meeting, mandatory. The RFP encourages Proposers to visit the site of work, and we continue to do so.

Our early research on this subject found that roughly a third of such RFPs require visits, and/or pre-proposal meetings. Another third do not require them. The remaining third offer visits, but does not require them. This last option is the one pursued in the RFP. We feel that changing it now, this late in the process, would not be fair to all Proposers (since they’ve been told that a site visit was not required).

**Question 2**

“In order to allow sufficient time for the City to thoroughly review and respond to all questions, and for qualified proposing firms to compose and alter detailed proposals accordingly, will the City please extend the proposal due date by four to six weeks from the date proposing firms’ questions are answered?”

Response

The city declines to extend the proposal date.

**Question 3**

“In consideration of the City’s desire to receive all proposals in a uniform format and as outlined on page 18 of the RFP, please explain where in the proposal information regarding design, operations and the ACDBE process should be included?”

Response

Please see Addendum #2. It is posted at: <http://www.flyspringfield.com/bizwithsgf>

#### **Question 4**

“Can the City please confirm what weighting is being given to the various items outlined in Section 4.9 Criteria for Award? It is key for proposers to understand the priorities and goals of the Authority in order to provide the most targeted possible proposal.”

Response

The city declines to assign weighting to the criteria. The criteria are neither exclusive nor complete, nor shall they necessarily be given equal weighting.

Previous research on this point indicates that about half of such RFPs assign weight, the other half does not. Our approach was adopted because some of the criteria are both artistic and aesthetic in nature — two traits that are difficult to quantify.

#### **Question 5**

“What is the City’s expectation of the Visitors Information Center and surrounding displays (brochure racks, digital touchscreen and double-sided backlit display) as it relates to the new advertising program?”

- a. Who owns the Visitor Center Information booth?
- b. Who is responsible for maintaining a physical presence at the booth?
- c. Who owns the surrounding displays: double-sided backlit, touchscreen and brochure racks?
- d. Is the booth and surrounding inventory a required element of the new advertising program?
- e. Does the awarded concessionaire have the ability to remove the Visitor Information Center and displays? These displays directly compete with an airport advertising concession. It is our experience that businesses that would otherwise advertise often elect not to when they have lower price point options such as a brochure or spot on a touchscreen display.”

Response

As a point of fact, and reference, we want to remind all Proposers that the local Convention and Visitors’ Bureau (CVB) operates the current advertising concession.

A. The airport owns the information center and allows the CVB, which is a 501 (c) 6 non-profit, to run the center under terms of a no-cost lease. The center is part of the airport’s long-standing partnership with the CVB, with the goal of promoting Springfield and the region, as well as providing customer service for airport visitors.

B. The CVB provides staff for the center.

C. The CVB owns the double sided backlits, touchscreen, and brochure racks. If a new concessionaire takes over the advertising program, the double sided backlits will be removed.

Regardless of who runs the advertising program (CVB or new party), the information center will remain and the CVB plans to staff it. The CVB will retain the brochure racks, and the touchscreen display; this display allows visitors to browse the CVB website: <https://www.springfieldmo.org>.

D. The information center and its “surrounding inventory” are not a required element of the new advertising program.

E. A new concessionaire will not be able to remove the information center. However, as mentioned above, if the CVB does not continue to be the concessionaire, the double sided backlits will be removed.

#### **Question 6**

“Under criteria for award, the City lists the willingness to accept SGF’s agreement terms. Can the City please confirm that the terms referred to in Section 3; Proposal Terms and Conditions, are the terms to be agreed upon, and not the terms in the current concession agreement which was provided with Addendum #1?”

Response

Yes, we confirm that the terms in the RFP are correct.

#### **Question 7**

“Per 3.6 Proprietary Information, page 16 of the RFP, proprietary information in the proposal should be specifically identified. How and where in the proposal should this be done?”

Response

Please see Addendum #2. It is posted at: <http://www.flyspringfield.com/bizwithsgf>

#### **Question 8**

“The City states that proposers must indicate any exceptions to the City’s requested specifications and/or term and conditions, on the RFP Affidavit of Compliance. Can the City please confirm that the exceptions deadline is the actual date of submission?”

Response

Yes, we confirm that exceptions are due on the date of submission.

**Question 9**

“Does the Affidavit of Compliance with Section 285.500, RSMo, et seq. need to be included with the proposal or only upon agreement?”

Response

Yes.

**Question 10**

“Will the City issue a revised Request for Proposal Bid form that indicates the amended due date?”

Response

Yes, please see Addendum #2. It is posted at: <http://www.flyspringfield.com/bizwithsgf>

**Question 11**

Item 4.9.9 states that the proposed annual minimum revenue guarantee and/or percentage of gross receipts. Can the City please clarify what is meant by annual minimum revenue?”

Response

“Annual minimum revenue” is the amount of money Proposer can guarantee will be received by the City each year.

**Question 12**

“Please clarify if there is a performance bond requirement?”

Response

A performance bond is not required.

**Question 13**

“13. Section 2. Submission of Proposals; references a security deposit if one is required. Can the City please confirm if this is required and the associated amount?”

A performance deposit is not required.

END