

REQUEST FOR PROPOSALS

FOR

ADVERTISING, MARKETING and PUBLIC
RELATIONS SERVICES

FOR THE

NORTHWEST FLORIDA BEACHES
INTERNATIONAL AIRPORT

Panama City – Bay County Airport and Industrial District
6300 West Bay Parkway, Box A
Panama City Beach, Florida 32409
Phone: (850)763-6751

**NOTICE OF
REQUEST FOR PROPOSALS**

ADVERTISING, MARKETING AND PUBLIC RELATIONS SERVICES

NORTHWEST FLORIDA BEACHES INTERNATIONAL AIRPORT

The Panama City-Bay County Airport and Industrial District (Airport District) invites prospective contractors to submit a written proposal for advertising, marketing and public relations services for the Northwest Florida Beaches International Airport. Proposals are solicited for this service in accordance with the terms, conditions and instructions as set forth in this Request for Proposals (RFP).

This proposal is available on the Internet at <http://iflybeaches.com/business> under Business Opportunities. In the event you do not have download capability, the RFP document may be obtained from the Northwest Florida Beaches International Airport, Administrative Offices – Second Floor, 6300 West Bay Parkway, Panama City Beach, Florida 32409, telephone (850) 763-6751.

Proposals are due no later than 2 p.m. (CDT) on October 14, 2010. Please submit ten (10) copies of your documents.

Responses to this request shall be submitted in a sealed envelope, clearly identified as:

PROPOSALS

ADVERTISING, MARKETING and PUBLIC RELATIONS SERVICES

mailed to
Randall Curtis, Executive Director
Northwest Florida Beaches International Airport
6300 West Bay Parkway, Box A
Panama City Beach, Florida 32409

or delivered to:
Randall Curtis, Executive Director
Northwest Florida Beaches International Airport
Administrative Offices – Second Floor
6300 West Bay Parkway
Panama City Beach, Florida 32409

The Panama City – Bay County Airport and Industrial District will not be responsible for any document lost in the mail. Therefore, firms are encouraged to mail their submittals “Certified” or “Registered”.

REQUEST FOR PROPOSALS

ADVERTISING, MARKETING AND PUBLIC RELATIONS SERVICES

The Panama City-Bay County Airport and Industrial District is requesting proposals from qualified firms to perform advertising, marketing and public relations services as hereinafter described at the Northwest Florida Beaches International Airport. Such services may include but not be limited to advertising, public relations and strategic communications, crisis communications planning and support, brand marketing, design, layout and printing of promotional literature, publications and other collateral materials, community and school outreach programs, media relations/press kits, press release distribution, electronic media development, professional photography services, and special graphics program development (including Power Point).

The contractor must have the ability to provide in-house or through a qualified subcontractor or supplier the following:

1. Design, development and placement of advertising campaigns for all media in domestic markets and expandable to international markets.
2. Writing and editing capabilities for public relations, media relations, customer relations, community affairs, and marketing brochures, booklets, folders, flyers, print ads, speeches, scripts, web content, new releases and other special project materials.
3. Art/graphics/digital capabilities, offering at a minimum artistic direction for original artwork concept, design layout, production and printing expertise.
4. Review and update graphics and design standards for the Airport.
5. Social media strategy development and program implementation.
6. Design, production, and procurement of promotional items.
7. Web development design.
8. Media relations, press kits and media advisories.
9. Brand development and management.
10. Any related services as requested by the Airport District.

A three-year non-exclusive contract is contemplated, subject to the annual review and approval of the Airport District, the satisfactory negotiation of terms (including a price acceptable to both the Panama City-Bay County Airport and Industrial District and the selected firm), and the availability of an appropriation.

SUBMISSION OF PROPOSAL

The following material must be received for a firm to be considered:

An original (so marked) of the Proposal and nine copies to include the following:

- a. Title page showing the firm's name, the name, address, telephone number, fax number and e-mail address of the contact person and the date of the Proposal
- b. Signed Letter of Transmittal briefly stating the firm's understanding of the work to be done, a statement why the firm believes itself to be best qualified to perform the engagement, and the names of persons authorized to make representations on behalf of the firm
- c. Table of Contents
- d. Business Information Questionnaire (Attachment A)
- e. Statement on Public Entity Crimes (Attachment B)
In accordance with Florida Statutes, a notarized sworn statement on public entity crimes must be submitted. Florida Statutes Section 287.133(2)(a) states, "A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in F.S. Section 287.017 for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendors list."
- f. Detailed Proposal following the order set forth below.

Submittals that do not follow this recommended format outline may be deemed unresponsive and disqualified from the process. In addition, failure on the part of a Firm to provide the required documentation may be cause for elimination from consideration.

DETAILED PROPOSAL

1. General Requirements

The purpose of this section is to demonstrate the qualifications, competence and capacity of the firms seeking to undertake advertising, marketing and public relations services in conformity with the requirements of this Request for Proposals.

The submittal shall address all of the points outlined in this request. The submittal should be prepared simply and economically, providing a straightforward, concise description of the firm's capabilities to satisfy the requirements of this Request for Proposals. While additional data may be presented, the following subjects, items 2 through 8, must be included. They represent the criteria against which the firm will be evaluated.

2. Independence

The firm shall provide an affirmative statement that it is independent of the Panama City-Bay County Airport and Industrial District, its Board members and its staff.

The firm shall also list and describe the firm's and proposed subcontractors' professional relationships involving the Panama City-Bay County Airport and Industrial District for the past five (5) years, together with a statement explaining why such relationships do not constitute a conflict of interest relative to performing the proposed engineering services.

3. Firm Qualifications and Experience

The submittal shall state the size of the firm, the location of the office from which the work on this engagement is to be performed and the number and nature of the professional staff to be employed in this engagement. The firm shall also state whether it is local, regional, national or international in operations.

If the submittal is based on a joint venture or consortium, the qualifications of each firm comprising the joint venture or consortium shall be separately identified, and the firm that is to serve as the principal engineer shall be noted, if applicable.

4. Partner, Supervisory and Staff Qualifications and Experience

Identify the principal supervisory and management staff, including partners, managers, other supervisors and specialists who would be assigned to this engagement, including staff from other than the local office. Provide information on the relevant experience of each person, including information on continuing

professional education for the past three (3) years, and membership in professional organizations relevant to the performance of this engagement.

Provide as much information as possible regarding the number, qualifications, experience and training, including relevant continuing professional education, of the specific staff to be assigned to this engagement. Indicate how the quality of staff over the term of the agreement will be assured.

The firm shall identify the extent to which staff to be assigned to this engagement shall reflect the Panama City-Bay County Airport and Industrial District's commitment to Affirmative Action.

Managers, supervisory staff and specialists may be changed if those personnel leave the firm, are promoted or are assigned to another office. These personnel may also be changed for other reasons with the express prior written permission of the Panama City-Bay County Airport and Industrial District. However, in either case, the Panama City-Bay County Airport and Industrial District retains the right to approve or reject replacements.

Consultants and firm specialists mentioned in response to this Request for Proposals can only be changed with the express prior written permission of the Panama City-Bay County Airport and Industrial District, which retains the right to approve or reject replacements.

Other personnel may be changed at the discretion of the firm provided that replacements have substantially the same or better qualifications or experience.

5. Similar Engagements with Other Airports or Governmental Entities

For the firm's office that will be assigned responsibility for this contract, list the most significant engagements performed in the last five (5) years that are similar to the services described in this Request for Proposals.

These similar engagements shall be ranked on the basis of engagement size. Indicate the scope of work, date, engagement partners and the name and telephone number for the principal client contact.

This same information shall be provided on others who will participate in this proposed agreement, but who are not part of the lead firm.

6. Proposed Strategy and Operational Plan

Provide a 3-5 page (maximum) detailed description of the following:

1. Your understanding of the Airport District's advertising, marketing and public relations challenges.

2. Outline your firm's strategic approach to provide the Airport District with a public awareness, public and media relations/outreach program that will help achieve the District's objective of a consistent, credible and coordinated effort.
3. Outline your approach to ensure that the District achieves a high-level of effort and quality of communications, media relations, and marketing and promotional activities.

7. Simulated Work Plan

Assuming a budget of \$250,000 for the first year of the contract, describe the work plan you would implement to accomplish the scope of work defined by the Airport District. Provide a detailed budget with all fees and expenses estimated for the first year that corresponds to the work plan, and describe how projects would be billed (e.g. retainer, project basis, commissions, and license or hourly rates). If hourly rates are used, please list estimated number of hours and hourly rates for each.

8. Financial Statement

Submit your company's audited annual financial statements, in accordance with and as defined in the Financial Accounting Standards Board (FASB) regulation(s) for the past two years. In addition, include your Dun and Bradstreet Report or Federal Tax Forms Filed to the Internal Revenue Service (IRS) for the past two years.

EVALUATION PROCEDURES

1. Review of Proposals – The Airport Board will make the final judgment and determination as to which Firm is best qualified to perform the requested services and will employ such analysis techniques as it deems necessary to make such judgment. The Airport Board may request submission of additional information and/or an interview with selected Firms to assist in the evaluation process.
2. Final Selection – The Airport Board will select a firm offering the response which best meets the needs of the Airport District. It is anticipated that a firm will be selected on October 28, 2010.
3. Right to Reject Proposals – Submission of a Proposal indicates acceptance by the firm of the conditions contained in this Request for Proposals unless clearly and specifically noted in the submittal and confirmed in the contract between the Panama City-Bay County Airport and Industrial District and the firm selected.

The Panama City-Bay County Airport and Industrial District retains the right to reject any or all submittals, to waive any irregularities or informalities in any submittal or in the submittal procedures, and to accept or reject any item or combination of items.

GENERAL INFORMATION

There is no express or implied obligation for the Panama City-Bay County Airport and Industrial District to reimburse responding firms for any expenses incurred in preparing Proposals in response to this request.

An informational conference for all firms interested in submitting a Proposal will be held at 10 a.m. on September 29, 2010 in the Board Room of the Northwest Florida Beaches International Airport. This will allow interested parties to ask questions about the Request for Proposals.

Questions or clarifications regarding this request for qualifications may be submitted to:

Randall Curtis
Executive Director
Northwest Florida Beaches International Airport
6300 West Bay Parkway, Box A
Panama City Beach, Florida 32409
(850)763-6751
rcurtis@pcairport.com

The proposed timeline is as follows:

Request for Proposals advertised	September 15, 2010
Non-mandatory Informational Conference	September 29, 2010
Proposals due	October 14, 2010
Board Discussion and Determination	October 28, 2010

INSTRUCTIONS

In order to be considered, Firms must complete and submit their Proposals to the address designated, no later than the specified date.

In order to assist the Airport Board in evaluating the Proposals, we require that submittals follow the recommended format outline described in the Submission of Proposal section of this Request for Proposals. Submittals that do not follow this recommended format may be deemed unresponsive and disqualified from the process. In addition, failure on

the part of a Firm to provide the required documentation may be cause for elimination from consideration.

Submissions are due no later than 2 p.m. (CT) on Thursday, October 14, 2010. Please submit ten (10) copies of your documents.

Responses to this request shall be submitted in a sealed envelope, clearly identified as:

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ATTACHMENT A

BUSINESS INFORMATION QUESTIONNAIRE

PANAMA CITY-BAY COUNTY AIRPORT AND INDUSTRIAL DISTRICT

It is the intent of the Panama City – Bay County Airport and Industrial District that Firms possess certain qualifications. Therefore, the following information is to be furnished by the Firm, and must be sworn to by an officer (authorized representative) of the Firm who has the responsibility and authority to bind the company statements made.

Each Firm shall show all requested information pertaining to their organization or to themselves personally, and submit same.

The undersigned Firm agrees to furnish, upon request from the Airport Board, any additional information needed to substantiate or clarify the Firm's qualifications.

THE UNDERSIGNED FIRM DECLARES THAT THE FOLLOWING DATA AND INFORMATION ARE TRUE STATEMENTS CONCERNING THEIR PERFORMANCE ABILITY TO COMPLY WITH THE REQUIREMENTS OF THE SERVICES TO BE SUPPLIED.

Name of Firm (exactly as it should appear on a service contract):

Principal Office Address: _____

Telephone Number: _____

Form of Business Entity (Check one):

- ☐ Corporation
- ☐ Partnership
- ☐ Individual
- ☐ Joint Venture

CORPORATION STATEMENT

If a corporation, answer the following:

When incorporated? _____

Where incorporated? _____

Is the corporation authorized to do business in Florida? Yes () No ()

If so, as of what date? _____

The corporation is held: Publicly () Privately ()

If publicly held, how and where is the stock traded?

Furnish the name, title, and address of each officer, director and principal shareholder owning 10% or more of the corporation's issued stock.

<u>DIRECTORS' NAMES</u>	<u>ADDRESS</u>	<u>PRINCIPAL BUSINESS OTHER THAN APPLICANT'S</u>
-------------------------	----------------	--

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

<u>OFFICERS' NAME</u>	<u>POSITION</u>
-----------------------	-----------------

1. _____

2. _____

3. _____

4. _____

PRINCIPAL SHAREHOLDERS' NAME

ADDRESS

1. _____
2. _____
3. _____
4. _____

PARTNERSHIP AGREEMENT

If a partnership, answer the following:

Date of Organization: _____

General Partnership () Limited Partnership ()

Partnership Agreement recorded? Yes () No ()

DATE	BOOK	PAGE	COUNTY
------	------	------	--------

Has the partnership done business in Florida? Yes () No () When? _____

Name, address and partnership share of each general partner:

	NAME	ADDRESS	SHARE
1.	_____	_____	_____%
2.	_____	_____	_____%
3.	_____	_____	_____%
4.	_____	_____	_____%
5.	_____	_____	_____%

Attach a complete copy of the fully executed Partnership Agreement.

Name of full-time managing officer or managing employee:

JOINT VENTURE STATEMENT

If a joint venture, answer the following:

Date of Organization: _____

Joint Venture Agreement recorded Yes () No ()

DATE	BOOK	PAGE	COUNTY
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Have the Joint Venturers done business in Florida? Yes () No ()

Name, address and percent of ownership of each joint venturer:

	NAME	ADDRESS	SHARE
1.	_____	_____	_____%
2.	_____	_____	_____%
3.	_____	_____	_____%
4.	_____	_____	_____%
5.	_____	_____	_____%

Attach a complete copy of the fully executed Joint Venture Agreement.

Name of full-time managing officer or managing employee:

INDIVIDUAL STATEMENT

If an individual, answer the following:

Date business started: _____

Is there a Successor Agreement recorded? Yes () No ()

DATE	BOOK	PAGE	COUNTY
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Has the individual done business in Florida? Yes () No () When? _____

Residence Address:

Business Address:

Attach resume(s) of owner(s).

Name of full-time managing officer or managing employee:

ATTACHMENT B

**SWORN STATEMENT PURSUANT TO SECTION 287.133(3)(A)
FLORIDA STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS.

1. This sworn statement is submitted to the Panama City-Bay County Airport and

Industrial District by _____
(print individual's name and title)
for _____
(print name and entity submitting sworn statement)
whose business address is _____

and (if applicable) its Federal Employer Identification Number (FEIN) is _____

(if the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: _____.)

2. I understand that a "Public entity crime" as defined in Paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:
1. A predecessor or successor of a person convicted of a public entity crime; or
 2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.
5. I understand that a "person" as defined in Paragraph 287.133(1)(a), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are actively in management of an entity.
6. Based on information and belief, the statement that I have marked below is true in relation to the entity submitting this sworn statement. (Indicate which statement applies.)

_____ Neither the entity submitting this sworn statement, not any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are actively in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (Attach a copy of the final order.)

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 ABOVE IS FOR THAT PUBLIC ENTITY ONLY, AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

Signature

Sworn to and subscribed before me this _____ day of _____, 2010.

Personally known _____ or produced identification _____.

Notary Public

My commission expires _____