

Airport Advertising Services RCS
Updated Business Information Meeting – Friday, July 24 at 1 p.m.
Meeting Questions – See Video Recording for Staff Responses

1. Regarding the timeline, will there be presentations from the respondents?
2. Package A will be the only one with bearing on the evaluation, is there any consideration for Package B as well or does it have no bearing on the RCS itself?
3. When speaking of sponsorships, is there a list of airport assets that you want monetized or is it up to the creativity of the respondent?
4. Could you explain the non-exclusive terms for sponsorships?
5. Are there any SBE requirements for this solicitation?
6. Regarding Package A, will you be identifying locations and asking respondents how they will be developed or will you be specifying how each location is to be proposed?
7. We can propose Package B (not to be considered), however, after the contract is negotiated, the respondent and the airport will work out what is actually done?
8. When does the City anticipate making the recommendation of award?
9. What if there is something attractive from an unsuccessful respondent's Package B?
10. Will the successful respondent be able to negotiate not installing all elements of Package A and replacing them with Package B?
11. If a respondent has 10 total locations in Package A, and they see value in nine, but the 10th they think they can do better, they can propose that 10th location to win the bid, but then in Package B say, "Here is what we would propose as an alternative to the one location identified here." Will we be able to do that in Package B?
12. Let's say a respondent proposes on all 10, but in Package B, we really think this one location would be improved by doing this instead of that, we'll still do these 10, is there going to be a mechanism to do that or will that be explained in the RCS?

(See video recording for staff responses)

Questions Submitted via Email Post Meeting –
All questions submitted via email will be addressed
at the RCS pre-response meeting

1. Please clarify whether, during contract negotiations, a proposed advertising location may be removed from one package and replaced with an alternative location from another package.
 - a. For example, would the Department consider replacing the wall location on the right side of the concourse included in Package A with the larger wall location on the left side of the concourse proposed in Package B, provided the overall program objectives and value are maintained?
 - b. If so, how would the incremental capital investment associated with the substituted Package B location be evaluated and incorporated into the final agreement?
2. Would a Proposer be permitted to offer incremental MAG or revenue share associated with the additional capital investment, contingent upon the Department's approval of the Package B location?