

REQUEST FOR PROPOSALS FOR ADVERTISING CONCESSION
HUNTSVILLE INTERNATIONAL AIRPORT

1. INTRODUCTION

The Huntsville-Madison County Airport Authority (the “Airport Authority”) is soliciting proposals from qualified airport advertising concession firms (“Proposers”) for the management and operation of the airport advertising concession program at the Huntsville International Airport (the “Airport”). The selected proposer will be responsible for all aspects of the Airport Authority’s advertising concession program, including but not limited to developing an advertising business strategy, creating a marketing and sales plan, making recommendations for capital improvements, selling advertising space, managing contracts, coordinating advertising displays and production, and monthly reporting.

The Airport Authority’s overall goal is to both maximize advertising revenues and enhance the Airport’s aesthetic appearance, image to the community, and marketing value.

2. SOLICITATION AND PROJECT SCHEDULE

SCHEDULED ACTIVITY	DATE
RFP Issue Date	September 29, 2023
Mandatory Pre-Proposal Meeting	November 8, 2023 at 12:30 p.m. CST
Deadline for Submittal of Written Questions	December 1, 2023 at 5:00 p.m. CST
Proposal Due	December 15, 2023 at 5:00 p.m. CST

The Airport Authority reserves the right to modify the above schedule in its sole discretion. Any such modifications will be issued in an addendum to this Request for Proposals (“RFP”).

3. MANDATORY PRE-PROPOSAL MEETING

A pre-proposal meeting will be held in the Airport Authority’s Board Room in the Administrative Offices at the Airport, located on the second floor of the terminal building, 1000 Glenn Hearn Blvd SW, Huntsville, AL 35824. At the pre-proposal meeting, Airport Authority personnel will review the RFP and answer questions concerning the RFP. Proposers will have an opportunity to inspect the Airport terminal building and the existing advertising locations. **Attendance at the pre-proposal meeting is mandatory for all Proposers.**

4. AIRPORT INFORMATION AND STATISTICS

The Airport is a small hub airport located in Huntsville, Alabama and is owned and operated by the Airport Authority, an Alabama public corporation. The Airport has a single concourse with 14 gates. The Airport’s terminal building and concourse combined consist of approximately 306,000 square feet. The attached Exhibit “A” shows all the existing advertising locations in the terminal building and concourse.

The table below shows the number of enplanements at the Airport and the total advertising concession revenue per year for the past 10 years. Please note the revenue for 2023 is estimated.

CALENDAR YEAR	TOTAL REVENUE	ENPLANED PASSENGERS
2013	\$1,198,012	520,890
2014	\$1,210,171	538,975
2015	\$969,244	531,640
2016	\$1,161,141	539,953
2017	\$1,057,288	530,242
2018	\$1,069,526	593,833
2019	\$1,230,421	716,344
2020	\$1,176,684	279,326
2021	\$890,622	471,141
2022	\$1,126,028	612,356
2023 (Estimated)	\$1,232,490	720,000

There is a wall in the baggage claim area with a tension fabric display depicting images promoting the local community (the “Community Wall”). The Community Wall was designed approximately 10 years ago and needs to be updated. Concessionaire will be required to design and install a new Community Wall. Concessionaire’s proposal must describe Concessionaire’s plan for the Community Wall. The location of the Community Wall is identified on the attached Exhibit “A.”

5. REQUESTS FOR INFORMATION

It is the Proposer’s responsibility to completely examine, understand, become familiar with, and fully informed of the terms, conditions, and specifications of this RFP, and the physical property where the advertising concession will be conducted. Questions regarding this RFP must be submitted in writing to Barbie Peek via email to bpeek@hsvairport.org prior to the Deadline for Submittal of Written Questions established in Section 2, above. The Airport Authority reserves the right to respond to a question and publish the response to all Proposers, respond directly to the questioner without publishing the response to all Proposers, or not respond to the question at all, in its sole discretion. Proposers shall rely only on written responses from the Airport Authority. The Airport Authority is not responsible for oral responses or other oral comments.

6. DISADVANTAGED BUSINESS ENTERPRISES

The Advertising Concession Agreement will be subject to the requirements of the U.S. Department of Transportation’s regulations, 49 C.F.R. Part 23, Subpart F pertaining to the participation of Disadvantaged Business Enterprises (“DBEs”) in Airport contracting opportunities. Proposers agree that they will not discriminate against any business owner because of the owner’s race, color, national origin, or sex in connection with the award or performance of any concession agreement covered by 49 C.F.R. Part 23, Subpart F.

The Airport Authority’s DBE goal for airport concessions is determined by the Airport Authority every 3 years. The DBE Goal for concessions that provide advertising services at the Airport for FY2023 – 2024 is ten percent (10%). Proposers shall be required to make a good faith effort to

meet this DBE Goal for the first year of the Agreement and to thereafter meet the revised DBE goal as established by the Authority on a triennial basis.

7. PROPOSAL FORMAT AND CONTENT

The proposals must be submitted electronically to bpeek@hsvairport.org in PDF format. Proposals are to be prepared in such a way as to provide a straightforward, concise statement of capabilities to satisfy the requirements of this RFP. The proposals must include all the following information and documentation, organized and tabulated in the requested order.

TAB 1: **Advertising Program Design.** Include a description of the management structure to be used in the operation of these services. You may use charts, diagrams, and descriptive materials to expand or clarify.

TAB 2: **Qualifications and Experience.** Each proposer must complete and submit the document attached hereto as Exhibit “B” (“Proposer’s Statement of Qualifications”). In addition, Proposer shall submit the following information and documentation:

TAB 2.1: **Airport-Specific, In-terminal Advertising Program Experience.** Proposer must attach a description of activities to show its operation of similar airport advertising programs over the past 10 years. Airport advertising program experience is required.

TAB 2.2: **Sales Experience.** Proposer must describe their sales force with demonstrated experience selling across all forms of airport advertising media locally, regionally, and nationally. Proposer must also demonstrate that the sales organization has a marketing team to support and meet revenue projections. Proposer shall specify the number of its employees dedicated to airport advertising sales, service, and administration.

TAB 2.3: **Product Experience.** Proposer must include a detailed description of how it will meet the Airport’s desire for coordinated services that will enhance the facility’s overall aesthetic appearance, image, and marketing value. Proposer must have demonstrated experience with digital networks, iconic assets, large format static, themed elements and experiential displays.

TAB 3: **Sales & Marketing Plan.** Proposer must outline their marketing plans for Huntsville International Airport including solicitation methods, detail of anticipated national and local account mix, local representatives with overall responsibility for this concession and sales force which will be assigned to this project. Proposer must provide its plan to provide coordinated advertising services.

- TAB 4:** **Innovation and Concepts.** Proposers must demonstrate its ability to design and implement advertising displays which make creative use of available locations and are aesthetically balanced with the Airport decor. New and innovative technology strongly desired.
- TAB 5:** **Improvements.** Proposers must describe the proposed facility improvements throughout the term of the lease including the initial investment. This section must include a description and dollar value for each planned improvement and a schedule of when the improvements will be started and completed. Proposers must also include a physical layout with conceptual plans and drawings of the proposed facility improvements.
- TAB 6:** **Expected Sales and Revenue.** Each Proposer must complete and submit the Proposal Form for Advertising attached hereto as Exhibit “C” with their proposal. This Proposal Form includes the annual fee the Proposer proposes to pay the Airport Authority during each year of the term of the lease and the dollar value for proposed facility improvements.
- TAB 7:** **Disadvantaged Business Enterprises Plan.** Proposers shall identify the amount of DBE participation that each Proposer expects to obtain for the first year of the Advertising Concession Agreement by submitting a DBE Participation Plan in substantially the same form as the document attached hereto as Exhibit “D.” Proposers shall also submit a signed DBE Letter of Intent, in the form of the DBE Letter of Intent attached hereto as Exhibit “E,” for each DBE subcontractor specifying the estimated dollar value to be paid to the DBE subcontractor and counted toward the overall DBE goal. A copy of each DBE subcontractor’s DBE certificate from ALDOT must be submitted with the proposal. If a Proposer is unable to meet the current DBE goal, the Proposer must make good faith efforts as defined by the applicable regulation to meet the goal. Such efforts must be documented and submitted to the Airport Authority with the Proposal.

All exhibits will be provided to Proposers in word format upon request.

8. SELECTION AND AWARD PROCESS

The Airport Authority will select one (1) Proposer to manage and operate the airport advertising concession program at the Huntsville International Airport for a term of five (5) years, which will be renewable for an additional five (5) year term at the option of either party. After selection, the Airport Authority and the Proposer will enter into a formal written agreement to be prepared by the Airport Authority’s Chief Legal Officer (the “Advertising Concession Agreement”). By submitting a proposal, the Proposer is agreeing to negotiate the terms and conditions of the Advertising Concession Agreement with the Airport Authority in good faith. Proposer agrees to hold firm any material terms and conditions in the proposal for ninety (90) days from the proposal due date.

The Airport Authority will evaluate the Proposals based on the following criteria:

CRITERIA	WEIGHT
Proposer's experience and past performance in managing similar advertising concessions	20
Operational procedures, quality of service, and level of innovation, as presented in the proposal	25
Projected Revenue for the Airport Authority	20
Improvements/capital investment to be made by the Proposer	25
Disadvantaged Business Enterprise Plan	5

The Airport Authority reserves the right to reject all proposals, to waive any formalities or irregularities in connection therewith, and accept any proposal deemed most advantageous to the Airport Authority.

Proposers must present evidence that they are fully competent, have the necessary experience, organization, and financial capacity to fulfill the requirements necessary to develop, operate and maintain an advertising concession. The Authority reserves the right to disqualify any Proposer, and reject any Proposer, that is not, in the Authority's sole judgment, competent to perform the operation contemplated herein.

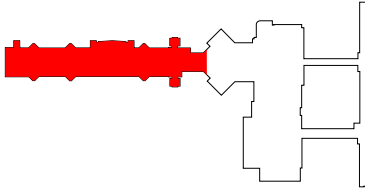
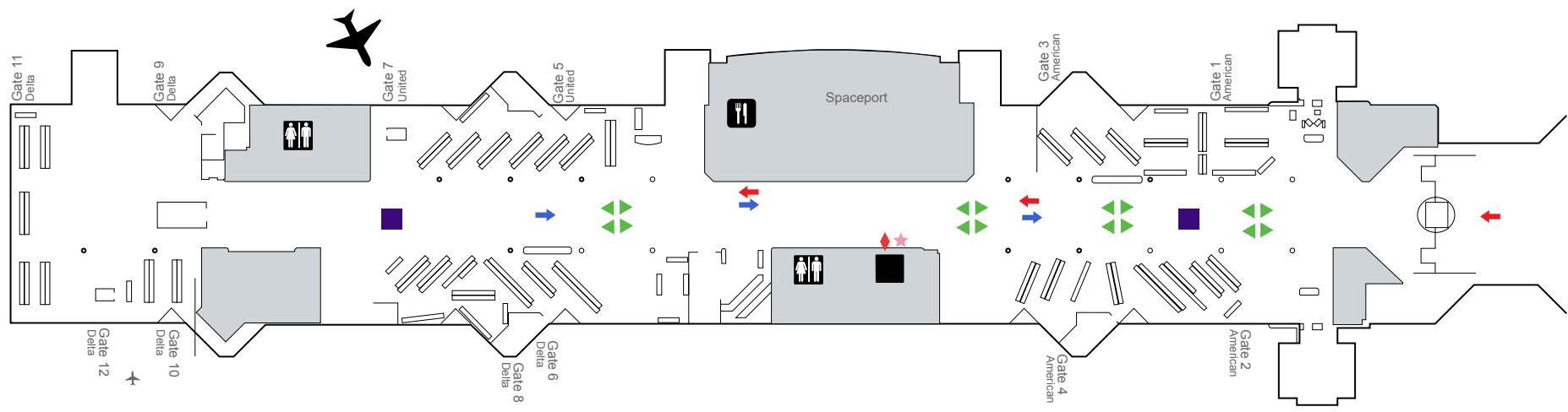
9. REQUIRED FEDERAL CONTRACT PROVISIONS

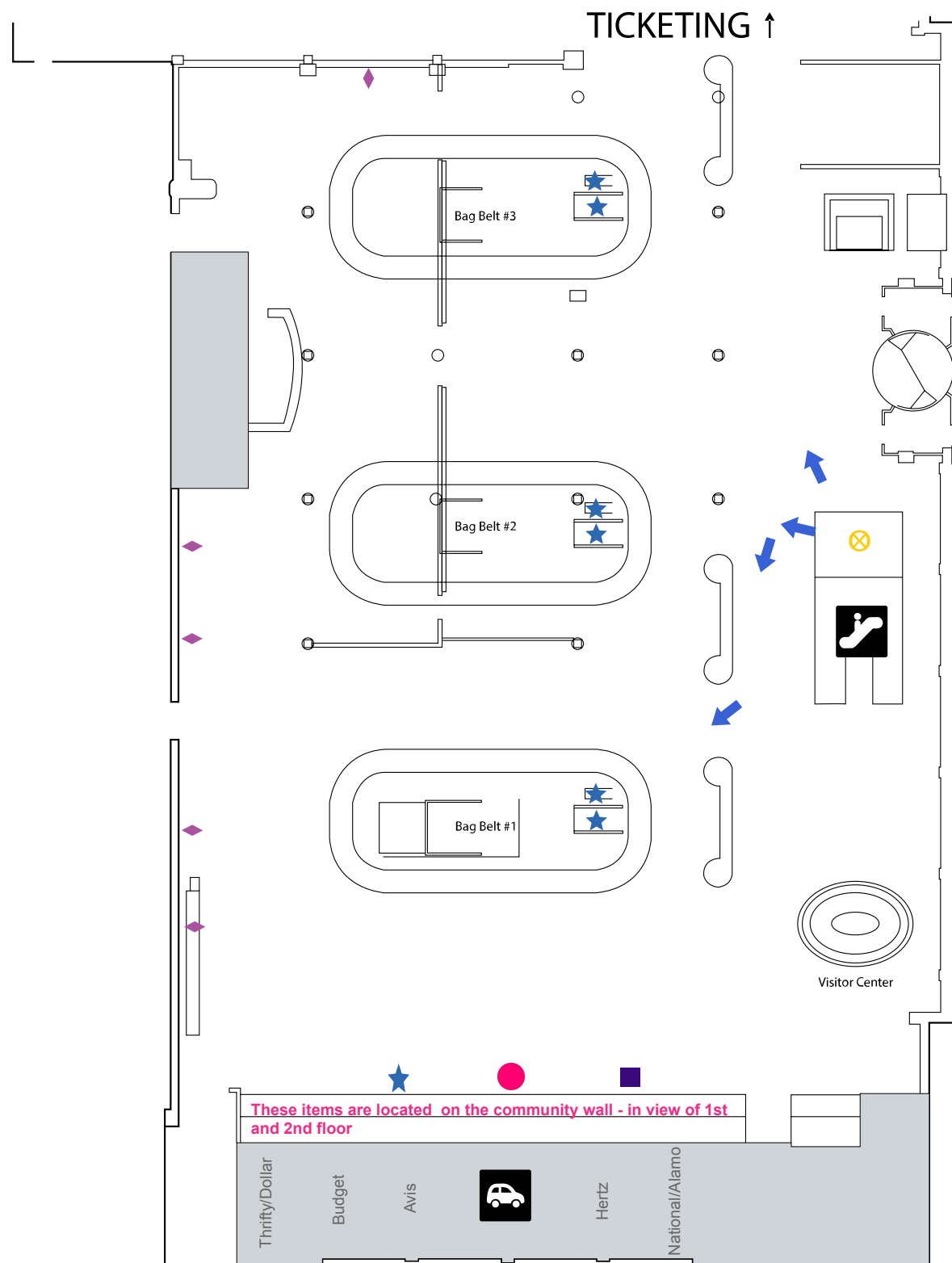
Proposer agrees to the required federal contract provisions attached hereto as Exhibit "F," and agrees that, if Proposer is awarded the contract, the attached Exhibit "F" shall be incorporated by reference into the Advertising Concession Agreement.

END OF DOCUMENT

EXHIBIT "A"

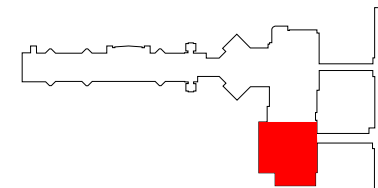
- INVENTORY KEY
- ★ Custom
 - ▲ Lightbox
 - Airport Controlled Digital Display
 - ◆ Tension Fabric Display

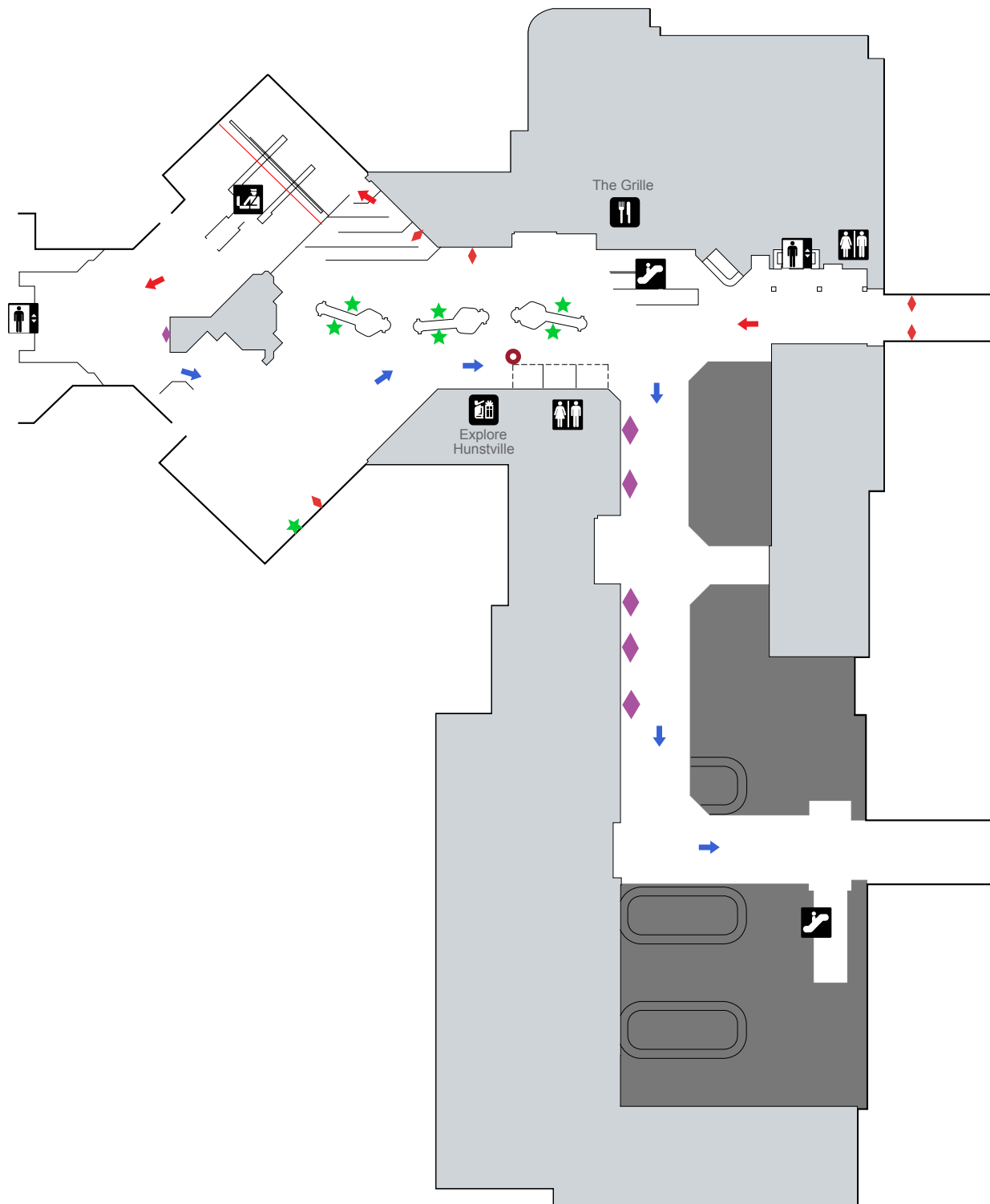




INVENTORY KEY

- ★ Bag Claim Digital Display
- ⊗ Exhibit
- ◆ Lit Tension Fabric Display
- Airport Controlled Digital Display
- Tension Fabric Community Display





- ### INVENTORY KEY
- ◆ Lit Tension Fabric
 - ★ Digital Display
 - ◆ Tension Fabric Display
 - Wrap

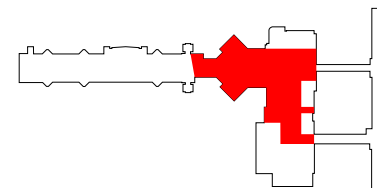


EXHIBIT "B"
PROPOSER'S STATEMENT OF QUALIFICATIONS
FOR ADVERTISING CONCESSIONS

Date Submitted: _____, 2023.

THE FOLLOWING INFORMATION IS TO BE FURNISHED BY PROPOSER and must be sworn to, before a notary public, by an officer (authorized representative) of Proposer who has the responsibility and authority to bind the company as to the statements made. Attach additional sheets as may be necessary to completely answer each question.

1. **FIRM BACKGROUND AND OWNERSHIP**

- a. Name of firm (exactly as it is to appear on the proposed Agreement):

- b. Address of Proposer: .

- c. Telephone Number: _____
Email: _____

- d. Contact Person: _____

- e. Form of Business Entity (check one and complete one of the next three statements):

- ☐ Corporation
- ☐ Partnership
- ☐ Joint Venture
- ☐ Individual (no additional page required)

2. **EXPERIENCE**

- a. Have any agreements held by Proposer for the operation of an advertising concession or related services been canceled?

Yes ☐ No ☐ If yes, attach details.

- b. Has Proposer ever been sued by anyone for issues pertaining to fee payments, rental payments and/or performance?

Yes ☐ No ☐ If yes, attach details.

- c. Bankruptcy Information – Have you ever declared bankruptcy?

Yes ☐ No ☐

If yes, attach details which include date, court jurisdiction, amount of Liabilities and amount of assets.

- d. List each Airport Advertising Concession you have been awarded during the last five (5) years and currently operate (attach additional sheets if necessary):

Airport Name	Contact for Owner (Name, Phone Number, and Email Address)
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

- e. List each Airport Advertising Concession you have previously operated over the past five (5) years but are not currently operating (attach additional sheets if necessary):

Airport Name	Contact for Owner (Name, Phone Number, and Email Address)
1.	
2.	
3.	

4.	
5.	
6.	
7.	
8.	
9.	
10.	

1. **SIGNATURE**

- a. If Proposer is an INDIVIDUAL, sign here:

Name

Type or Print Name

Doing Business As

- b. If Proposer is a PARTNERSHIP OR JOINT VENTURE, at least two (2) Partners or each of the Joint Ventures must sign here:

Partnership or Joint Venture Name

BY: _____
Member of Partnership or
Joint Venture

BY: _____
Member of Partnership or
Joint Venture

- c. If Proposer is a CORPORATION, the duly authorized officer must sign here:

Corporation Name

BY: _____

Title: _____

Subscribed and sworn before me this _____ day of _____, 2023.

Notary Public

My Commission expires: _____

EXHIBIT “C”
PROPOSAL FORM FOR ADVERTISING CONCESSION

In consideration of being granted the right and obligation to operate an Advertising Concession at the Huntsville International Airport, Proposer proposes to pay to the Authority the greater of (a) the minimum annual guarantee (the “MAG”), or (b) the percentage of gross revenue, as set forth below. **The MAG shall be no less than TWO HUNDRED THOUSAND DOLLARS (\$200,000.00).** The Airport Authority will waive the MAG for Year 1.

Assume that the 5-year lease term commences on January 1, 2024. Assume that the lease is renewed for an additional 5 year period.

I. PRICING

A. MAG

B. PERCENTAGE OF GROSS REVENUE

Year	Annual Minimum Rent *	Projected Gross Revenue	Percentage of Gross	% of Gross Annual Rent
Year 1	WAIVED			
Year 2				
Year 3				
Year 4				
Year 5				
Year 6				
Year 7				
Year 8				
Year 9				
Year 10				
TOTAL			TOTAL	

II. PROPOSED CAPITAL IMPROVEMENTS

In Year One (1/1/2024 – 12/31/2024), the undersigned proposes to expend _____ on capital improvements as described in more detail in the undersigned’s proposal. Said capital improvements shall be completed by the end of Year One.

In Year Five (1/1/2024 – 12/31/2024), the undersigned proposes to expend _____ on capital improvements as

described in more detail in the undersigned's proposal. Said capital improvements shall be completed by the end of Year Five.

Submitted this the _____ day of _____, 2023.

Legal Name of Proposer _____

By (Legal Signature) _____

Name (type or print) _____ (seal)

Title _____

EXHIBIT "D"
DBE PARTICIPATION PLAN

The undersigned Proposer states that, if awarded the contract to prove an advertising concession at Huntsville International Airport, he plans on Disadvantaged Business Enterprise (DBE) participation for the first year of the contract as follows:

DBE Subcontractors:

Name and Address	Work to be Performed	Dollar Value
1.		
2.		
3.		
4.		
5.		

The above-listed DBE(s) must be certified by the Alabama Department of Transportation through the Alabama Unified Certification Program. If you, the prime Proposer, are certified as a DBE, the work you perform with your own forces will be counted toward the DBE goal.

DBE GOAL FOR FY2023 – FY2024: Ten Percent (10%)

TOTAL CONTRACT VALUE: _____
(Annual Minimum Rent for First Year of Agreement)

DBE PARTICIPATION TOTAL VALUE : _____

DBE PERCENTAGE: _____

NAME OF PROPOSER:

By: _____

Its: _____

LETTER OF DBE SUBCONTRACTOR INTENT

(Date)	(Telephone Number)	(Name of DBE Subcontractor)
Firm Address)		By: (Signature)
(City and State)		Name: (Typed)
		Title: