



GAINESVILLE-ALACHUA COUNTY REGIONAL AIRPORT AUTHORITY (GACRAA)

REQUEST FOR PROPOSALS #12-001  
PASSENGER TERMINAL ADVERTISING CONCESSION AT THE  
GAINESVILLE REGIONAL AIRPORT

CONTACT:

For information regarding submittal of this RFP contact Lynn Noffsinger  
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Gainesville Regional Airport  
3880 NE 39<sup>th</sup> Avenue, Suite A, Gainesville, Florida, 32609

DEADLINE FOR SUBMISSION

JANUARY 17, 2012

4:00 p.m.

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Form 8	Drug Free Workplace Form
Form 9	Certification of Proposer Regarding Equal Employment Opportunity
Form 10	Resolution of Board of Directors
Form 11	Performance Bonding Capability
Form 12	Proposal Guarantee

- Exhibits
- A. Enplaned and Deplaned Data
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**NOTICE INVITING PROPOSALS AND SPECIFICATIONS**  
REQUEST FOR PROPOSALS FOR  
PASSENGER TERMINAL ADVERTISING CONCESSION AT THE  
GAINESVILLE REGIONAL AIRPORT

The Gainesville-Alachua County Regional Airport Authority, (GACRAA), is seeking competitive proposals from persons or firms, (Company), interested in the operation, maintenance and management of the display advertising concession in the Gainesville Regional Airport commercial passenger terminal. Preference will be given to those individuals or firms that offer the highest percentage of gross sales and Minimum Annual Guarantee for the full term of the Agreement and demonstrate expertise in the development and operation of display advertising programs at commercial service airports similar in size to the Gainesville Regional Airport.

The proposed Term of the concession contract is for one (1) five year term with two five year renewal options, the last five year term at the sole discretion of the Authority.

**SECTION 1. SCHEDULE AND BACKGROUND**

**1.01 PROPOSAL SCHEDULE:**

Issue Date:	November 15, 2011	
Pre-submittal Meeting and Site Visit:	November 30, 2011	10:00 AM
	(NOT MANDATORY)	
Deadline for Submitting RFP Questions:	December 16, 2011	
RFP Submission Deadline:	January 17, 2012	4:00 p.m.
Recommendation to Award:	JANUARY 26, 2012	

The Gainesville-Alachua County Regional Airport Authority shall have the right to waive or modify any of these deadlines or anticipated schedules prior to the deadline for submission of the proposals by duly noticed addendum.

**1.02 BACKGROUND INFORMATION**

The Gainesville- Alachua County Regional Airport operates as a non-hub commercial service airport, located in North Central Florida. Commercial airline services are currently provided by:

- Delta Airlines
- U.S. Airways Express
- American Airlines – American Eagle

Historical data on GNV's passenger enplanement and deplanement data is enclosed as Exhibit "A". Gross revenue from advertising is enclosed as Exhibit "B". A layout of the Passenger Terminal with current display information is enclosed as Exhibit "C".

**SECTION 2. INSTRUCTIONS TO PROPOSERS**

**2.01 CONTACT INFORMATION**

Requests for information and questions regarding RFP 12-001 should be directed to Grants and Contracts Administrator, Lynn Noffsinger. Lynn can be reached via email at [lynn.noffsinger@flygainesville.com](mailto:lynn.noffsinger@flygainesville.com) or by calling (352) 373-0249, ext. 23.

Before a Notice of Award is Issued, any contact with GACRAA staff, other than the designated contact individual or his/her designee(s) is strictly prohibited and may disqualify the Proposer and render his/her proposal non-responsive.

2.02 PRE-SUBMITTAL MEETING AND SITE VISIT

A pre-submittal meeting and site visit is scheduled for 10:00 AM November 30, 2011, in the GACRAA Administration Office, 3880 N.E. 39th Avenue, Suite A, Gainesville, FL 32609. The purpose of the pre-proposal meeting will be to discuss any questions interested Proposers may have regarding RFP 12-001.

Attendance at the pre-proposal meeting is NOT MANDATORY, however Proposers are required to schedule a formal site visit prior to submittal of a proposal.

2.03 SUBMISSION OF QUESTIONS

Question regarding RFP 12-001 must be submitted in writing no later than 5:00 p.m. December 16, 2011. Written questions or inquires should be emailed to:

Lynn Noffsinger  
[lynn.noffsinger@flygainesville.com](mailto:lynn.noffsinger@flygainesville.com)

It is the responsibility of the Proposer to verify questions have been received. Questions will be answered via email in the form of addenda to the RFP, and will be sent to all those on the distribution list. It is the responsibility of the Proposer to verify the presence on the distribution list of all those members of the Proposer’s company or team to receive information regarding this RFP. Questions received after 5:00 p.m. December 16, 2011 will not receive a response.

2.04 SUBMISSION OF PROPOSALS

One original and three copies of sealed proposals will be received in the Authority’s Administrative Office, located at 3880, NE 39<sup>th</sup> Avenue, Suite A, Gainesville, Florida, 32609 until 4:00 p.m. on 17, 2012. Proposals received after 4:00 p.m. on January 17, 2012 will not be considered. No award will be made at this time. The opening of any proposal shall **NOT** be considered as acceptance of the Proposal as a responsive Proposal. The official clock is located in the Authority’s Administrative Office.

Proposals shall be placed in a sealed envelope or package and labeled as follows:

**RFP 12-001**

**PASSENGER TERMINAL ADVERTISING CONCESSION AT THE GAINESVILLE REGIONAL AIRPORT**

**Attention: Lynn Noffsinger, Grants and Contracts Administrator**

- The label shall contain the Proposer’s company name and address.
- The original proposal shall be clearly marked “original.”
- Proposals will not be accepted by facsimile or via email.

Proposals shall include all REQUIRED PROPOSAL FORMS, and all written information that Proposer desires to provide to GACRAA.

- All pages shall be on standard 8.5 by 11 inch paper.
- Proposals shall be limited to a total of 30 pages, including the required forms.

2.05 PROPOSAL FORMAT

Bound proposals shall include two elements organized in two tabs as follows:

- 1) The first element (PROPOSAL TAB A) shall include the Proposer’s specific technical proposal. Proposer’s should address the following elements: experience and track record with similar sized airports, design concepts, marketing and sales plans and strategies, minimum annual guarantee, investment schedule and proposed schedule of completion. **Include the following forms in the following order:**

Form 1	Proposal Summary From
Form 2	Executed Affidavit Form
Form 3	Business Information Questionnaire
Form 4	Proposer Experience, Information and History

- 2) The second element (PROPOSAL TAB B) includes the additional forms and certifications required by GACRAA, Proposal Forms 6-12 in Attachment "A", including Proposal Guarantee.

Form 6	Non-collusion Affidavit
Form 7	Public Entity Crime Statement
Form 8	Drug Free Workplace Form
Form 9	Certification of Proposer Regarding Equal Employment Opportunity
Form 10	Resolution of Board of Directors
Form 11	Performance Bonding Capability
Form 12	Proposal Guarantee

#### 2.06 NON-DISCRIMINATION

GACRAA hereby notifies all Proposers that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation or on any other basis prohibited by law.

#### 2.07 DISCLAIMER

The information contained in this RFP, and the attachments and appendices hereto, and any addendum that may be issued, is provided to assist prospective Proposers in the preparation of proposals. The information shown herein has been obtained from sources thought to be reliable, but GACRAA and Airport staff, their respective officers, employees, agents, and contractors, are not liable for the accuracy of the information or its use by prospective Proposers.

Each Proposer shall carefully examine each and every term of this Request for Proposal; and each Proposer shall judge all the circumstances and conditions affecting his/her proposal. Failure on the part of any Proposer to make such examination and to investigate thoroughly shall not be grounds for any declaration that the Proposer did not understand the conditions of this Request for Proposal.

The Proposer is expected to carefully examine the RFP documents and contract forms. Proposer shall satisfy himself/herself as to the character, quality, and quantity of work to be performed, materials to be furnished, and the requirements of the proposed contract. The submission of a proposal shall be prima facie evidence that the proposer has made such examination and is satisfied as to the conditions to be encountered in performing the work and as to the requirements of the proposed contract.

#### 2.08 COMPLIANCE WITH LAWS

The Proposer shall comply with any and all federal, state or local laws, now in effect or hereafter promulgated, which apply to the work.

#### 2.09 GACRAA'S RESERVATION OF RIGHTS

GACRAA reserves the right to accept or reject any proposals, and to negotiate with any qualified source, or to cancel in part or in its entirety this Request for Proposals. GACRAA may accept the proposal that it considers to be in the best interest of GACRAA, with or without negotiation. This solicitation for proposals does not commit GACRAA to enter into an agreement to pay any costs incurred in the preparation of responses to RFP 12-001.

GACRAA reserves the right to waive any informality or irregularity when it is in the best interest of GACRAA to do so, to negotiate for the modification of any proposal with mutual consent of the Proposer, to re-advertise for proposals if desired, and to accept the proposal which in the judgment of GACRAA is deemed to offer the best value for the public and GACRAA.

- GACRAA reserves the right to request additional information.
- GACRAA reserves the right to negotiate all proposal elements.
- GACRAA reserves the right to cancel this RFP or to re-issue it with or without modification.

#### 2.10 ALTERATIONS

Proposals which contain any alteration, addition, limitation, show irregularity of any kind, or are incomplete, conditional or obscure may be rejected by GACRAA as non-responsive or irregular. GACRAA reserves the right to waive any irregularities, technicalities or informalities in any proposal, and to reject any or all proposals.

#### 2.11 ADDENDA

GACRAA reserves the right to issue supplemental instructions or modifications to this Request for Proposals including the Attachments thereto, which, if issued, will be in the form of addenda, and will be emailed to all prospective Proposers of record as of the date of issuance of such addenda, at the email address furnished by each prospective Proposer.

GACRAA will make a concentrated effort to ensure any addendum issued relating to this RFP are distributed to all interested parties. It shall be the Proposer's responsibility to inquire as to whether any addenda to the RFP have been issued. Upon issuance by GACRAA, all addenda are part of the proposal. Signing the proposal on the signature page thereof shall also constitute signature on all addenda.

#### 2.12 IRREGULAR PROPOSALS

Proposals may be considered irregular for the following reasons:

- a) If any of the required proposal forms are omitted or partially complete.
- b) If there are unauthorized additions, conditional or alternate pay items or irregularities of any kind that make the proposal incomplete, indefinite, or otherwise ambiguous.

#### 2.13 DISQUALIFICATION OF PROPOSERS

A Proposer shall be considered disqualified for any of the following reasons:

- a) Submitting more than one proposal from the same partnership, firm, or corporation under the same or different name.
- b) Evidence of collusion among Proposers. Proposers participating in such collusion shall be disqualified as Proposers or bidders for any future GACRAA work until any such participating Proposer has been reinstated by GACRAA as a qualified Proposer or bidder.
- c) If the proposal is not accompanied by the proposal guaranty specified by GACRAA.
- d) If the Proposer is considered to be in "default" to GACRAA due to:

1. A failure to comply with any prequalification regulations of GACRAA, if such regulations are

cited, or otherwise included in the proposal as a requirement for submitting a proposal.

2. Failure to pay, or satisfactorily settle, all bills due for labor and materials or services on former contracts in force with GACRAA at the time GACRAA issues the proposal to a prospective Proposer.
3. Contractor has defaulted under previous contracts with GACRAA.
4. Unsatisfactory work on previous contracts with GACRAA.

#### 2.14 OWNERSHIP

All proposals and supplementary material submitted by Proposers will become the property of GACRAA. After Award these documents become public records and are therefore subject to Florida Public Records Statutes even if said documents are marked proprietary or confidential.

#### 2.15 PROPOSAL GUARANTEE AND PERFORMANCE BOND

The submission of a proposal will constitute a valid offer subject to acceptance by the Authority for a period of ninety (90) calendar days following the Proposal Due Date. All Proposers are required to submit a Proposal Guarantee in the amount of Five Thousand Dollars (\$5,000) made payable without condition to the Gainesville-Alachua County Regional Airport Authority. The Proposal Guarantee may be in the form of a certified check, cashier's check, or Money Order or Proposal Bond issued by a Surety authorized to issue such bonds in the State of Florida.

This Proposal Security shall be given as a guarantee that the Proposer will not withdraw its Proposal for a period of ninety (90) days. The selected Proposer shall enter into good faith negotiations towards a final Concession Agreement with GACRAA within ten (10) business days of receipt of a Notice of Award. Failure to enter into such good faith negotiations upon selection shall result in forfeiture of Proposer's Proposal Guarantee. A sample Concession Agreement is attached as Exhibit D.

The Proposal Guarantee will be deposited by the Authority and held for a period of no more than sixty (60) calendar days after the proposal due date at which time the proposal guarantee will be refunded, without interest, to all Proposers except the Successful Proposer. The Selected Proposer's guarantee will be held until such time as a concession agreement is executed with the Authority and all performance bonds required therein are received.

The submission of a proposal will constitute a valid offer subject to acceptance by the Authority for a period of ninety (90) calendar days following the Proposal Due Date. It is further understood that, if the Proposer to whom any award is made fails to enter into an agreement as provided in the RFP documents, award may be made to another Proposer, who shall be bound to perform as if she/he had received the award in the first instance.

Extensions of the time beyond that of the above noted ninety (90) days, for which Proposals shall remain open without alteration, may be made only by mutual agreement between the Authority and the Proposers. If Proposer fails to agree to any proposed extension, the Contract shall not be awarded to the Proposer and its Proposal will be deemed withdrawn, but its failure to agree to the extension shall not constitute grounds for forfeiting its Proposal Guarantee. Also, any such withdrawal(s) shall not prevent or preclude the Authority from awarding the Contract to one of the remaining Proposers.

The Proposer will execute the Concession Agreement and deliver to the Authority three (3) originals of that executed Agreement together with a properly executed Performance Bond in the full amount of the Minimal Annual Guarantee for year one (1) of the contract. Said bond to be issued by a Surety or Sureties

authorized to issue such bonds in the State of Florida and acceptable to the Authority. The Performance Bond shall remain in effect for the full term of the Agreement. The Attorney-in-Fact who executes these bonds on behalf of the Surety must attach a notarized copy of its power-of-attorney as evidence of its authority to bind the Surety on the date of execution of the bonds. Where Laws and Regulations require, certification by a resident agent shall also be provided.

#### 2.16 PROPOSAL WITHDRAWAL

Proposals may be withdrawn by written request prior to the Proposal Due Date. Such withdrawal will not preclude the submission of another proposal by the Proposer by the due date. After the due date and time, the Proposer will not be permitted to withdraw its proposal without forfeiture of the Proposal Guarantee.

#### 2.17 INSURANCE COVERAGE

The Selected Proposer shall maintain at its own expense, insurance coverage in the areas and amounts required by GACRAA, in full force and effect at all times during the term of the Concession Agreement. Required insurance shall be provided by an insurance company acceptable to the Authority. The Authority reserves the right to update the required insurance types and amounts as deemed necessary.

### SECTION 3. GACRAA GOALS

- To maximize revenue from the sale of quality advertising opportunities in the commercial passenger terminal .
- To identify an individual or firm willing to make the necessary capital investment and maintain an aggressive sales program over the full term of the Agreement.
- To identify an individual or firm with the creative imagination and sensitivity to maximize revenue while maintaining the aesthetics of the commercial passenger terminal space.

### SECTION 4. GENERAL SPECIFICATIONS

#### 4.1 ORAL PRESENTATIONS

GACRAA may require Proposers to give oral presentations in support of their proposals or to exhibit or otherwise demonstrate the information contained therein.

#### 4.2 CAPITAL INVESTMENT

The successful Proposer shall be required to outlay the costs of all agreed upon equipment, and materials and shall be required to make a total minimum initial capital investment in the advertising program of Thirty Thousand Dollars (\$30,000) over the period of years 1 through 3 of the Agreement. Proposer must demonstrate the willingness to expend the funds necessary to update fixtures, materials and technologies over the full term of the Agreement.

#### 4.3 PERCENTAGE OF GROSS AND MINIMAL ANNUAL GUARANTEE

GACRAA shall receive a percentage of gross advertising revenues based upon the conditions outlined in this Request for Proposals. Proposer must provide a Minimum Annual Guarantee of \$12,000 for the first three years of the Agreement. Following the initial three years the Minimum Annual Guarantee may be renegotiated, upon the agreement of both parties, for the full term of the Agreement .

#### 4.4 GACRAA PROVISIONS

GACRAA shall furnish ordinary heat, air conditioning, and electrical service.

#### 4.5 NON-INTERFERENCE

Activities associated with the project and use of the terminal shall be at all times secondary and subservient to the use of the facilities for commercial aviation and ancillary services as determined by GACRAA, as well as the leasehold rights and other legal rights of airport users and tenants. The Successful Proposer shall not disrupt terminal operations during installation and shall abide by airport safety and security requirements.

#### 4.6 RIGHT OF APPROVAL

GACRAA reserves the right to approve the content, placement, quality of fixtures and physical materials of all advertising. All placement, content, fixtures and materials shall be approved by the Authority's Chief Executive Officer or Designee prior to installation. Materials, fixtures and content placed prior to obtaining such approval shall be subject to removal, said removal to be at the sole expense of Company.

#### 4.07 AIRPORT SAFETY AND SECURITY

Company shall closely coordinate with Airport Operations Personnel and ensure that its installation and maintenance activities whether performed by Company, its contractors, agents or others are completed in accordance with Transportation Security Administration (TSA) Regulations and airport safety rules as approved by the Airport's Chief Executive Officer.

ALL personnel with unescorted access to secured sites including the post-security area, or providing escort for others in the post-security area must obtain the appropriate airport ID badge and submit to and successfully pass any required background check or threat analysis and complete the airports approved airport security program. All fees associated with issuance of airport ID badges will be the responsibility of Company. Information about these requirements may be obtained from the Airport Operations Department at (352) 373-0249.

#### 4.08 DISADVANTAGED BUSINESS ENTERPRISE PARTICIPATION

It is the policy of GACRAA that Disadvantaged Business Enterprises (DBEs) shall have the maximum practical opportunity to participate in the competitive process of supplying commodities and services to GACRAA, and shall not be discriminated against on the grounds of race, color, sex, creed, age, handicap, or national origin. To qualify as a DBE, a Proposer must be a small business concern which is owned and controlled by socially and economically disadvantaged individuals, as provided in the applicable federal regulations. (Reference: 49 CFR Parts 23 & 26 - web site address: <http://osdbuweb.dot.gov/business/dbe/index.html>).

In this regard, all Proposers shall take all necessary and reasonable steps in accordance with this policy to ensure that DBEs have the maximum opportunity to compete for and perform subcontracts. Proposers shall not discriminate on the basis of race, color, sex, creed, age, handicap, or national origin. All Proposers hereby assure that they will make sufficient reasonable good faith efforts to encourage DBE participation relative to this project. This obligation remains even if the Proposer itself is a DBE.

### **SECTION 5 PROPOSAL EVALUATION**

All responsive proposals will be evaluated by a Selection Committee composed of any combination of the following: GACRAA staff, GACRAA consultant(s), and representatives from outside GACRAA such as private citizens that certify they have no financial or other interest in the proposal which will affect their objectivity. GACRAA reserves the right to determine the composition of the selection committee. The Committee will make the final recommendations in accordance with the award criteria enumerated herein.

The Selection Committee will review and evaluate all responsive proposals. To receive proper consideration, the proposal must meet the requirements of the specifications contained in this RFP. The selection committee shall make a recommendation to GACRAA as to the best Proposer for contract negotiations. GACRAA may accept the recommendation and order negotiations with the selected Proposer or may make a

different selection.

The following criteria shall be considered by the selection committee, in accordance with the corresponding weights, in evaluating the proposals:

Gross Sales and MAG 53%

Projected financial return to the airport based on the percentage of gross offered and Minimum Annual Guarantee. Proposer's proven ability to maximize airport advertising revenues at other airport facilities of similar size and with similar passenger traffic.

Capital Expenditure 35%

Proposer's demonstrated capability and willingness to operate and manage a high quality advertising program, including a minimum initial capital expenditure of at least \$30,000 in years 1 through 3 of the Agreement and a commitment to expend the funds necessary to update fixtures and technologies over the full term of the Agreement.

Experience: 10%

Proposer's experience with similar sized commercial airports over the last three years, which will be verified through FAA ACAIS data, and the gross sales at these airports which will be verified with airport management. Proposer's plan for the creative use of advertising locations in a manner aesthetically balanced with facility decor. Proposer must have experience designing and installing programs compliant with the Americans with Disabilities Act.

Disadvantaged Business Enterprise 2%

Proposer's demonstrated commitment to the direct involvement of Disadvantaged Business Enterprises (DBEs) in the activities, management and operation of the concession.

**ATTACHMENT A REQUIRED PROPOSAL FORMS**

Binding Transmittal Letter (two pages maximum)

Proposal shall include a transmittal letter signed by the individual/firm submitting the proposal and authorized to perform the commitments included in the proposal. This will be the contact person for future communications and the person responsible for future negotiations with the Airport, if selected. The letter should discuss the Proposer's overall qualifications and ability to support the Airport in meeting its goals as well as a statement agreeing to comply with all GACRAA and other governing bodies' rules and regulations if awarded the contract. The letter should include a statement of intent to execute an Advertising Concession Agreement with the Authority within the time specified herein. **The letter must state the 90-day validity period of the proposal.**

- Form 1 Proposal Summary Form
- Form 2 Executed Affidavit Form
- Form 3 Business Information Questionnaire
- Form 4 Proposer Experience, Information and History
- Form 5 Proposer's Service Plan
- Form 6 Non-Collusion Affidavit
- Form 7 Florida Public Entity Crimes Statement
- Form 8 Drug Free Work Place Certification
- Form 9 Equal Opportunity Employer Certification
- Form 10 Resolution of the Board of Directors
- Form 11 Proof of Performance Bonding Capability
- Form 12 Proposal Guarantee

FORM 1  
**PROPOSAL SUMMARY FORM**

PROPOSER NAME: \_\_\_\_\_

ALL ENTRIES MUST BE IN ALPHA AND NEUMERIC. IF THERE IS A DISCREPANCY ALPHA ENTRIES WILL BE THE DEFAULT.

**REVENUE (TOTAL MAXIMUM SCORE OF 53 POINTS)**

% of Gross Sales \_\_\_\_\_

Minimum Annual Guarantee: Year 1: \_\_\_\_\_

Year 2: \_\_\_\_\_

Year 3: \_\_\_\_\_

Year 4: \_\_\_\_\_

Year 5: \_\_\_\_\_

Renewal Option Year 6: \_\_\_\_\_

Renewal Option Year 7: \_\_\_\_\_

Renewal Option Year 8: \_\_\_\_\_

**CAPITAL EXPENDITURE (TOTAL MAXIMUM SCORE OF 35 POINTS)**

Year 1: \_\_\_\_\_

Year 2: \_\_\_\_\_

Year 3: \_\_\_\_\_

Year 4: \_\_\_\_\_

Year 5: \_\_\_\_\_

Renewal Option Year 6: \_\_\_\_\_

Renewal Option Year 7: \_\_\_\_\_

Renewal Option Year 8: \_\_\_\_\_

FORM 2

**EXECUTED AFFIDAVIT FORM**

Select one of the following affidavit forms: Corporation, Individual or Partnership

**CORPORATION ONLY:**

The person signing this form is the duly authorized, qualified and acting \_\_\_\_\_ (title) of \_\_\_\_\_ (corporation), a \_\_\_\_\_ (type of corporation), organized on \_\_\_\_\_ (date) and existing under the laws of the State of \_\_\_\_\_.

**The following is a complete and accurate list of the officers and directors of said corporation:**

TITLE	NAME	ADDRESS
President:	_____	_____
Vice Pres:	_____	_____
Secretary:	_____	_____
Treasurer:	_____	_____
Local Manager or Agent:	_____	

**DIRECTORS:**

_____
_____
_____
_____

**STOCKHOLDERS:**

_____
_____
_____
_____

**The following officers are fully authorized to execute contracts on behalf of said corporation.**

TITLE	NAME	ADDRESS
_____		
_____		
_____		

**SIGNATURE**

By: \_\_\_\_\_  
Signature Name Printed/Typed

Title: \_\_\_\_\_ Date: \_\_\_\_\_

FORM 2  
EXECUTED AFFIDAVIT FORM

**INDIVIDUAL ONLY:**

The person signing this form is an individual doing business under the name of

\_\_\_\_\_ at \_\_\_\_\_ in the City of \_\_\_\_\_,  
County of \_\_\_\_\_, State of \_\_\_\_\_:

The following is a complete and accurate list of the names and addresses of all persons interested in this Proposal:

NAME

ADDRESS

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

and that he/she is represented by the following resident agents (if any) in Alachua County:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SIGNATURE

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name Printed/Typed

Title: \_\_\_\_\_

Date: \_\_\_\_\_

FORM 2  
EXECUTED AFFIDAVIT FORM

**PARTNERSHIP ONLY:**

The person signing this form is duly authorized representative of a partnership, doing business under the name of \_\_\_\_\_, In the City of \_\_\_\_\_, County of \_\_\_\_\_, State of \_\_\_\_\_.

The partnership is a (general) (limited) partnership, organized on \_\_\_\_\_ (date), and the Partnership Agreement is recorded in the County of \_\_\_\_\_, State of \_\_\_\_\_.

That the following is a complete and accurate list of the names and addresses of the partners:

NAME	ADDRESS
_____	_____
_____	_____
_____	_____
_____	_____

and that said partnership is represented by the following resident agents (if any) in Alachua County:

NAME	ADDRESS
_____	_____
_____	_____
_____	_____
_____	_____

SIGNATURE

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name Printed/Typed

Title: \_\_\_\_\_

Date: \_\_\_\_\_



**PROPOSER EXPERIENCE INFORMATION AND HISTORY  
(TOTAL MAXIMUM SCORE OF 10 POINTS COMBINED WITH PROPOSER'S SERVICE PLAN, FORM 5)**

1. State the number of years engaged in the airport advertising business. \_\_\_\_\_
2. List all similar sized airport advertising experience over the last three years. Include Airport name, location, contract dates, total enplanements, total gross advertising revenue over the last three years at each location,, contact individuals name and phone number:

A. \_\_\_\_\_  
\_\_\_\_\_

B. \_\_\_\_\_  
\_\_\_\_\_

C. \_\_\_\_\_  
\_\_\_\_\_

D. \_\_\_\_\_  
\_\_\_\_\_

E. \_\_\_\_\_  
\_\_\_\_\_

F. \_\_\_\_\_  
\_\_\_\_\_

G. \_\_\_\_\_  
\_\_\_\_\_

3. Has proposer or any of its parent business entities or constituent partners or joint venturers ever been sued by an airport or others for issues pertaining to fee payment and/or contract performance?

Yes ( ) No ( ) If Yes, give details:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. Surety Information. Has proposer or any of its constituent partners of joint venturers ever had a surety bond or other contract security canceled or forfeited?

Yes ( ) No ( ). If yes, state name of bonding company or financial company, the date, amount of bond and reason for such cancellation or forfeiture.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Bankruptcy Information.

Has proposer or any of its constituent partners or joint venturers ever been declared bankrupt?

Yes ( ) No ( ).

If yes, state date, court jurisdiction, amount of liabilities and amount of assets:

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6. During the past 5 years, have any agreements held by proposer or any of its constituent partners, joint venturers or parent business entities for the operation of an advertising program ever been defaulted or canceled?

Yes ( ) No ( ). If Yes, give details:

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7. During the past 5 years, has proposer (which for the purpose of this inquiry includes any direct or indirect parent business entities of proposer, or any current or past officers, directors or owners of 10% or more of proposer or of any direct or indirect parent business entities of proposer) been convicted of any crime relating in any way to the solicitation or operation of a public concession anywhere?

Yes ( ) No ( ). If Yes, give details:

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FORM 5  
**PROPOSER'S SERVICE PLAN**  
**(TOTAL MAXIMUM SCORE OF 10 POINTS COMBINED WITH PROPOSER'S EXPERIENCE, INFORMATION  
AND HISTORY FORM 4)**

PROPOSER'S SERVICE PLAN

Proposer must describe their local, regional, and national sales organization to support their marketing and meet revenue projections. Proponent shall specify the number of its employees dedicated to airport advertising sales, service and administration.

Proposer must include a detailed description of how it can meet the Airport's desire for coordinated services that will enhance the facility's overall aesthetic appearance, image and marketing value.

Proposer shall provide documentation of annual sales growth in its current advertising programs.

2. Financial Ability

- a. Proposer shall attach two (2) most recent years' audited financial statements inclusive of balance sheets and income statements as prepared by an independent Certified Public Accountant for the two most recent fiscal years for proponent, its constituent partners, joint venturers or parent corporation(s).
- b. If Proposer is a subsidiary of a parent company, or if any assets are pledged to another company, proponent must furnish financial statements for both the parent company and subsidiary.

3. Marketing Strategy

Attach a description of the marketing and promotional strategies for use in operations, with emphasis on measures designed to obtain maximum patronage. Also attach a description of how on-staff promotional and marketing personnel will be employed to promote the Airport. Use attachments as may be desirable or appropriate.

4. Facility and Design (innovation and concept) Plans

The Proposer, as part of the written submittal, shall provide examples of planning and implementation of a comparable advertising program in three other similar airports completed during the past five years. Elements should include:

- a. Floor plans of all space included in each program showing existing uses and layout.
- b. Architectural renderings or photos of advertising locations and equipment indicating general color scheme, style and design as it is integrated into the Facility's architecture, and general design scheme.
- c. A summary of materials and quality of finishes.
- d. Successful marketing and public relations efforts on behalf of other airports.
- e. Proposer shall further detail the concepts that would be applied to the facility plan for the Airport.

- f. The Proposer should be prepared to discuss these plans before the evaluation committee, if required.

5. Management Plan

Attach a description of the management structure to be used in the operation of these services, including identification of the Proposer's manager to be assigned to this operation, and the manager's personal experience and credentials and location. Charts, diagrams, and descriptive materials as desirable or appropriate may be used to expand or clarify.

FORM 6  
NON-COLLUSION AFFADAVIT

STATE OF \_\_\_\_\_ )  
 ) SS:  
COUNTY OF \_\_\_\_\_ )

being first duly sworn, deposes and says that he/she is

(Sole Owner, a partner, president, secretary, etc.) of  
the party making the foregoing bid, and that such bid is genuine and not collusive or sham; that said bidder has not colluded, conspired, connived, or agreed, directly or indirectly, with any bidder or person, to put in a sham bid, or that such other person shall refrain from bidding, and has not in any manner, directly or indirectly sought by agreement or collusion, or communication or conference, with any person, to fix the bid price of affiant or any other bidder, or to fix any overhead, profit or cost element of said bid price, or of that of any other bidder, or to secure any advantage against any other person interested in the proposed contract; and that all statements in said bid are true; and further, that such bidder has not, directly or indirectly submitted this bid, or the contents thereof, or divulged information or data relative thereto to any association or to any member or agent thereof.

By: \_\_\_\_\_  
Printed Mailing Address

By: \_\_\_\_\_  
Signature City, State, Zip

Title: \_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Company Name Contact Person

STATE OF FLORIDA )  
 ) SS:  
COUNTY OF \_\_\_\_\_ )

I HEREBY CERTIFY that on this day, before me, an officer duly authorized in the State aforesaid and in the County aforesaid, to take acknowledgments, personally appeared before me \_\_\_\_\_ who is personally known to me or who has produced \_\_\_\_\_ as identification, and who acknowledged that he/she executed the foregoing instrument freely and voluntarily for the uses and purposes expressed herein.

WITNESS my hand and official seal in the County and State last aforesaid this \_\_\_\_ day of \_\_\_\_\_, 2005.

\_\_\_\_\_  
Signature of Notary

\_\_\_\_\_  
Printed Name of Notary

(SEAL) Notary Public State of \_\_\_\_\_

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

FORM 7  
**FLORIDA PUBLIC ENTITY CRIMES STATEMENT**

**SWORN STATEMENT UNDER SECTION 287.133(3)(a),  
FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES**

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

This sworn statement is submitted to GAINESVILLE - ALACHUA COUNTY  
REGIONAL AIRPORT AUTHORITY

by \_\_\_\_\_

for \_\_\_\_\_

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 \_\_\_\_\_

1. 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 with 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 and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy or material misrepresentation.

2. 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*.

3. I understand that an "affiliate" as defined in Paragraph 287.133(1)(a), Florida Statutes, means:

3.1. A predecessor or successor of a person convicted of a public entity crime; or

3.2. 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 thirty-six (36) months shall be considered an affiliate.

4. I understand that a "person" as defined in Paragraph 287.133(1)(e) 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 applied 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 active in management of an entity.

5. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Indicate which statement applies.)



FORM 8  
**DRUG FREE WORKPLACE**

Preference shall be given to Proposers submitting a completed Form 13 certifying they have a drug-free workplace. In the event two or more proposals are received and are equal with respect to fee offered, quality, and level of service and in all other respects, as determined by the Authority, preference will be given to the Proposal dedicated to a Drug-Free Work Place.

**DRUG FREE WORKPLACE FORM**

The undersigned vendor in accordance with Florida Statute 287.098 hereby certifies that:

\_\_\_\_\_ (name of business) does:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or *nolo contendere* to any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require that satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this form complies fully with the above requirements.

\_\_\_\_\_  
Proposer's Signature

\_\_\_\_\_  
Name Printed or Typed

\_\_\_\_\_  
Date

FORM 9  
**CERTIFICATION OF PROPOSER REGARDING  
EQUAL EMPLOYMENT OPPORTUNITY  
GENERAL**

**COMPANY NAME** \_\_\_\_\_

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

**INTERNAL REVENUE SERVICE EMPLOYER IDENTIFICATION NO.** \_\_\_\_\_

**NONSEGREGATED FACILITIES**

**NOTICE TO PROSPECTIVE FEDERALLY ASSISTED  
CONSTRUCTION CONTRACTORS  
(41 CFR Part 60-1.8)**

1 A Certification of Nonsegregated Facilities must be submitted prior to the award of a federally assisted construction contract exceeding \$10,000 which is not exempt from the provisions of the Equal Opportunity Clause.

2 Contractors receiving federally assisted construction contract awards exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity Clause will be required to provide for the forwarding of the following notice to prospective subcontractors for supplies and construction contracts where the subcontracts exceed \$10,000 and are not exempt from the provisions of the Equal Opportunity Clause.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

**NOTICE TO PROSPECTIVE SUBCONTRACTORS OF REQUIREMENTS FOR  
CERTIFICATION OF NONSEGREGATED FACILITIES**

1 A Certification of Nonsegregated Facilities must be submitted prior to the award of a subcontract exceeding \$10,000 which is not exempt from the provisions of the Equal Opportunity Clause.

2 Contractors receiving subcontract awards exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity Clause will be required to provide for the forwarding of this notice to prospective subcontractors for supplies and construction contracts where the subcontracts exceed \$10,000 and are not exempt from the provisions of the Equal Opportunity Clause.

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

**CERTIFICATION OF NONSEGREGATED FACILITIES**

The federally assisted construction contractor certifies that he does not maintain or provide for his employees any segregated facilities at any of his establishments, and that she or he does not permit his employees to perform their services at any location, under his control, where segregated facilities are maintained. The federally assisted construction contractor certifies that she or he will not maintain or provide for his employees any segregated facilities at any of his establishments, and that he will not permit his employees to perform their services at any location, under his control, where segregated facilities are maintained. The federally assisted construction contractor agrees that a breach of this certification is a violation of the Equal Opportunity Clause in this contract.

As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, time clocks, locker rooms and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation, and housing facilities provided for employees which are segregated by explicit directives or are, in fact, segregated on the basis of race, color, religion, sex, or national origin, because of habit, local custom, or any other reason. The federally assisted construction contractor agrees that (except where she or he has obtained identical certifications from subcontractors for specific time periods) she or he will obtain identical certifications from subcontractors prior to the award of subcontracts

exceeding \$10,000 which are not exempt from the provisions of the Equal Opportunity Clause, and that she or he will retain such certifications in his files.

**NOTICE TO PROSPECTIVE CONTRACTORS OF REQUIREMENT FOR  
CERTIFICATION OF NONSEGREGATED FACILITIES**

A Certification of Nonsegregated Facilities must be submitted prior to the award of a contract or subcontract exceeding \$10,000 which is not exempt from the provisions of the Equal Opportunity Clause.

Certification - The information above is true and complete to the best of my knowledge and belief.

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**Name and Title of Signer (Please Type)**

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**Signature**

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**Date**

NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

FORM 10  
**RESOLUTION OF THE BOARD OF DIRECTORS  
(FOR CORPORATIONS AND PARTNERSHIPS ONLY)**

The submittal of this proposal is a duly authorized, official act of \_\_\_\_\_,  
(Company), and the undersigned officer is duly authorized and designated by resolution of Company to execute this  
Proposal on behalf of and as the official act of Company, this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name Printed or Typed

\_\_\_\_\_  
Title

Attest: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name Printed or Typed

\_\_\_\_\_  
Title

FORM 11

**PROOF OF PERFORMANCE BONDING CAPABILITY**

Attach evidence of bonding capability.

FORM 12  
**PROPOSAL GUARANTEE**

All Proposers are required to submit a Proposal Guarantee in the amount of seven thousand five hundred dollars made payable without condition to the Gainesville-Alachua County Regional Airport Authority. The Proposal Guarantee may be in the form of a certified check, cashier's check, or Money Order.

EXHIBIT A  
ENPLANEMENT/DEPLANEMENT DATA

RECORDED BY CALENDAR YEAR (Including Charters)

	ENPLANED	DEPLANED	TOTAL
<u>2008</u>	<u>140,840</u>	<u>141,184</u>	<u>282,024</u>
<u>2009</u>	<u>134,614</u>	<u>135,756</u>	<u>270,370</u>
<u>2010</u>	<u>164,977</u>	<u>163,415</u>	<u>328,392</u>
Representing Quarters 1-3			
<u>2011</u>	<u>134,634</u>	<u>133,274</u>	<u>267,908</u>
<u>2010</u>	<u>116,745</u>	<u>115,808</u>	<u>232,553</u>

EXHIBIT B  
ADVERTISING REVENUE

RECORDED BY FISCAL YEAR (October 1 through September 30)

Includes revenue from Concession Contract and Self-Generated Advertising Revenues

2007-2008	\$17,937
2008-2009	\$ 9,885
2009-2010	\$16,705

# GNV Commercial Airline Terminal

## PROPOSED ADVERTISING LOCATIONS/TYPES

- 1 See-through window wrap (on storefront glass)
- 2 Wall wrap, framed poster or backlit signs
- 3 Video display, wall wrap or backlit signs
- 4 Video displays, wall wrap or backlit signs
- 5 Bag belt applique
- 6 Bag belt applique
- 7 Wall wrap
- 8 Wall wrap
- 9 Backlit sign, framed poster or wall wrap
- 10 Backlit signs, framed posters or wall wrap
- 11 Framed posters (fluted block hallway)
- 12 Back lit sign, video, framed poster or wall wrap
- 13 Video, backlit signs, framed posters or wall wrap
- 14 Wall wrap
- 15 Video display, backlit sign or framed poster
- 16 Wall wrap
- 17 Large video display
- 18 Large video display
- 19 Video, backlit signs or wall wrap

 Vehicle display

