



**REQUEST FOR PROPOSALS**  
**- AIRPORT MARKETING AND ADVERTISING**  
**CONSULTING SERVICES -**  
**(RFP No. 2018-BRAA-001)**

The Boca Raton Airport Authority (the “Authority”) invites qualified persons and entities to submit proposals for consideration to provide Airport Marketing and Advertising Consulting Services to the Boca Raton Airport Authority. These proposals have been divided into three contract awards: (1) Graphic Design (2) Video and (3) Public Relations. A vendor may be awarded one, two, all or none of the contracts dependent on the results of the evaluation criteria found in this RFP. The term of the contract will be for three (3) years with two one (1) year renewal options at the Authority’s option.

Date of Advertisement:	<b>February 25, 2018</b>
Deadline for Requests for Clarification:	<b>March 12, 2018</b>
Deadline for Submission of Proposals:	<b>March 23, 2018</b>

## **ELIGIBILITY REQUIREMENTS**

The Respondent or a principal of Respondent shall demonstrate experience in Marketing and Advertising, as described in the Scope of Services attached as **Exhibit A**.

## **ELIGIBILITY REQUIREMENTS**

The Boca Raton Airport is a public use General Aviation facility located in Palm Beach County, Florida. The Airport is located off I-95 and enjoys prominent exposure to public view. The Airport is within short driving distance for approximately 400,000 people and is near the geographic center of South Florida's population of 5.8 million people. The Airport has two Fixed Based Operators (FBO) that provide a broad spectrum of aviation services to the public: Atlantic Aviation and Signature Flight Support. The Airport is also home to non-aviation businesses including APEX Parks, Cinemark Palace 20, City Furniture, Ashley Furniture HomeStore, Tilted Kilt, and Fairfield Inn and Suites.

The Airport is operated by the Boca Raton Airport Authority (BRAA), which is an independent special district of the State of Florida. The BRAA is governed by a Board of Members appointed by the City of Boca Raton City Council and Palm Beach County Commission.

The BRAA is a special purpose government entity entirely funded by lease revenues, fuel fees, surcharges, and FAA and FDOT grants.

## **REQUEST FOR PROPOSAL**

In submitting a response to this RFP, the Respondent shall be the person or legal entity who will be entering into the Agreement with the BRAA. Respondent may consist of any formal business entity authorized to do business in the State of Florida (i.e., Partnership, Corporation, Limited Liability Company, Joint Venture, Sole Proprietorship, etc.). The Proposals shall include the following information or a statement indicating that no responsive information exists:<sup>1</sup>

- 1) The Respondent's legal name, headquarters address, local office address, and key firm contact names.
- 2) If applicable, the complete corporate history of the Respondent, including state of incorporation, date of incorporation or creation, name changes, dissolutions, reinstatements and other pertinent filings.
- 3) The Respondent's Social Security Number or Federal ID number.

- 4) Whether the Respondent is legally authorized, pursuant to the requirements of the Florida Statutes, to do business in the State of Florida.
- 5) A complete list of employees that may provide services to the BRAA, regardless of location.
- 6) **Summary of Experience** – A detailed summary of experience in Airport Community Engagement and Marketing services. Such experience must include work begun or ongoing within the last five (5) years. This summary shall include a detailed description of tasks performed, clients served and some highlights of successes.
- 7) **Bankruptcy, Litigation & Contract Dispute Information** – Respondent is required to make the following disclosures to BRAA in their Proposal:
  - a) A complete list and description of all bankruptcy petitions (voluntary or involuntary) and assignments for the benefit of creditors that have been filed by or against the Respondent, its parent or subsidiaries, predecessor organization (s), or any wholly owned subsidiary during the past five (5) years. In addition, a complete list and description of any circumstances in which the Respondent, its parent or subsidiaries, predecessor organization(s), or any wholly owned subsidiary has been in receivership during the past five (5) years. Include in the description the disposition of each such petition, case, receivership or other controversy.
  - b) A complete list and description of all business-related lawsuits and litigation, claims, arbitrations, and administrative hearings; negligence; errors and omissions; and contract defaults, terminations, suspensions, or failure to perform brought by or against the Respondent, its parent or subsidiaries, predecessor organizations, any of its wholly-owned subsidiaries, or any of its officers during the last (5) years. The list shall include all case names; case, arbitration, or hearing identification numbers; the name of the project over which the dispute arose; a description of the subject matter of the dispute; and the final outcome of the matter or the current status if the matter is not final.
- 8) **Criminal History Information** – A complete list and description of all criminal proceedings or hearings concerning business related offenses in which the Respondent, its officers, predecessor organization(s), or wholly owned subsidiaries were defendants.

Respondent shall include in this list any criminal investigations of which Respondent or any of Respondent's principals were aware. Respondent shall include in this list any criminal proceedings or records that have been sealed by a court.

- 9) **Suspension or Debarment Information** – A complete list and description of all solicitations from which Respondent or its officers, or predecessor organization(s) have been suspended or debarred from bidding on by any government during the last five (5) years.
- 10) **Financial Terms** – Respondent must propose to the BRAA an hourly rate or a lump sum for the work set forth in Exhibit A - Scope of Services. The Respondent may provide different hourly rates for different employees of the Respondent or for different categories of work under the Scope of Services. The hourly rate(s) shall include all other associated costs, including but not limited to, clerical time, copying charges, internet research charges, etc. Respondents may submit alternative financial terms, provided that each set of alternative financial terms are clearly delineated.

### **INSTRUCTIONS TO RESPONDENTS**

#### ***Form and Delivery***

Proposals shall be limited to a maximum of ten (10) pages, one-sided, excluding litigation and other contract dispute information.

Submit Five (5) complete copies of all requested material to:

Clara Bennett, Executive Director  
903 NW 35<sup>th</sup> Street  
Boca Raton, Florida 33431  
Re: RFP # 2018-BRAA-001

**BRAA must receive Proposals no later than 4:00 P.M., Eastern Standard Time (“EST”) on March 23, 2018.** BRAA will not accept electronically transmitted, late, or misdirected Proposals. Respondents are cautioned that they are responsible for delivery to the specific location cited above. Therefore, if your Proposal is delivered by an express mail carrier or by any other means, it is your responsibility to ensure delivery to the above address. The time and date for receipt of Proposals will be strictly observed. The BRAA will not be responsible for late deliveries or mail delays. Proposals received after the specified time and date will not be accepted or shall be returned unopened.

### ***Inquiry Period***

Potential Respondents may submit written requests for clarification or additional information to the BRAA at [Clara@bocaairport.com](mailto:Clara@bocaairport.com) by the close of business on March 12, 2018. BRAA may, at its sole discretion, publish addenda addressing issues raised in the requests for clarification or additional information.

### ***Cone of Silence***

As provided in the Procurement Code, the Cone of Silence, which restricts communications with the BRAA or any of its members, the Executive Director's staff, consultants or agents, is in effect as of the time of advertisement. **VIOLATION OF THE CONE OF SILENCE IMMEDIATELY AND PERMANENTLY DISQUALIFIES RESPONDENTS OR POTENTIAL RESPONDENTS FROM CONSIDERATION IN THIS RFP** Please review the Procurement Code for further details. It is the responsibility of the Respondent and potential Respondents to become familiar with the Cone of Silence. The Cone of Silence terminates when the Executive Director takes action that ends the solicitation. The Procurement Code can be found online at [www.bocaairport.com](http://www.bocaairport.com).

### ***Selection Process***

The Airport Authority will award a contract(s) from among the responsive and responsible Proposals received. Evaluation and scoring will be performed based on the following:

**40 Points - Financial Terms**

**40 Points - Capability, Reliability and Experience**, including but not limited to the respondent's past experience in Airport Marketing and Advertising, Respondent's contract, litigation and other history, any other factors bearing upon the capability, reliability and experience of the Respondent, responsibilities and qualifications of personnel assigned to the potential contract.

**20 Points - Proposed Implementation Plan** including a tentative work-plan and anticipated time requirements to complete tasks.

### ***Negotiation of Contract***

The Executive Director, or his/her designee, and Airport Legal Counsel will commence negotiations with the highest-ranked proposer on the terms and conditions of a contract. If an agreement cannot be reached with the highest-ranked proposer within fourteen (14) days, then the Executive Director, or his/her designee, and Airport Legal Counsel shall commence negotiations with

the next highest-ranked proposer until the terms and conditions of a contract can be agreed upon.

## **ADDITIONAL INFORMATION**

### ***Proposals are at Respondent's Expense***

Each Respondent is responsible for the costs incurred in preparing their Proposal. The BRAA will not reimburse for any costs incurred in preparing the Proposal.

### ***Inquiries/Interpretations***

All Respondents shall carefully examine the RFP documents. Any ambiguities or inconsistencies shall be brought to the attention of the Executive Director in writing prior to the end of the inquiry period. Failure to do so, on the part of the Respondent, will constitute an acceptance by the Respondent of any reasonable interpretation of the RFP requirements by the BRAA.

### ***Addenda***

The Executive Director may amend, revise or clarify the RFP by issuance of addenda, which will be posted at [www.bocaairport.com](http://www.bocaairport.com). Respondents and potential Respondents are responsible for checking the website for the posting of addenda, which may be issued any time before the Proposal Submission Date.

### ***Accuracy of Proposal Information***

By responding and signing the Proposal, the Respondent attests and certifies, as if under oath and penalty of perjury that the information contained in their Proposal is true, correct and accurate. The Respondent also agrees that any false, inaccurate, misleading, exaggerated, or incorrect information provided as part of their Proposal may be deemed non-responsive and disqualify Respondent from further consideration.

### ***Protest***

Protests arising from the terms of the RFP shall be made in accordance with the procedures set forth in the Procurement Code. The Procurement Code sets forth administrative procedures that must be exhausted prior to the initiation of any claim in a court of law.

### ***Rejection of All Proposals; Cancellation of the RFP***

In accordance with the Procurement Code, the Executive Director may, at any time prior to award, reject all Proposals or cancel the RFP. The decision to reject all Proposals or cancel the RFP may be made for any reason.

### ***Confidential and Proprietary Information***

The BRAA is subject to Chapter 119, Florida Statutes (the “Public Records Laws”), which makes all Proposals and other information provided by Respondents a matter of public record. No claim of confidentiality or proprietary information in all or any portion of a Proposal will be honored unless a specific exemption from the Public Records Laws exists and it is cited in the Proposal. A blanket statement that the entire Proposal is exempt from the Public Records Law is not acceptable and will not be honored. Any claimed exemption must be specifically identified by page(s) and paragraph number(s). An incorrectly claimed exemption does not disqualify the Respondent, only the exemption claim.

# Exhibit A

## Scope of Services

The Respondent must provide a breakdown of pricing for the services listed below. BRAA has divided the services needed to meet the Community Engagement and Marketing needs of the Authority into three contract awards (1) Graphic Design, (2) Video Production, (3) Public Relations. Pricing should include all aspects of the project.

<b>Service Provided</b>	<b>Year One Lump Sum Amount</b>	<b>Year Two Lump Sum Amount</b>	<b>Year Three Lump Sum Amount</b>
Graphic Design			
Video Production			
Public Relations			

1) Graphic Design of print and electronic materials including but not limited to:

- Invitations
- Flyers
- Newsletters
- Project information Sheets
- Advertisements
- Trade show materials

2) Video Production – 4 to 7 videos per year.

- Including script writing, filming, editing, post production and motion graphics

3) Public Relations including:

- Press Releases (including distribution)
- Media coordination
- Promotional opportunities/speaking engagements

- Coordinated campaigns to enhance brand awareness and community outreach emphasizing the Airport's role in the community
- Crisis communication