

BRAA Marketing RRP Addendum No. 01

This document contains all questions submitted during the clarification period, all Authority responses are in bold. Please note that a revised RFP has been posted with a clarification of financial terms.

General

Is there an incumbent currently handling graphic design, video production and public relations for the Boca Raton Airport Authority? Have you ever worked with an agency before? Do you currently work with a public relations agency? If so, how long have you worked with them? How long has the incumbent(s) had the account?

Pace Advertising holds the current contract. The term is three years.

How many agencies currently do this work? Is the work divided between 1, 2 or 3 agencies?

There is one agency currently.

Is the incumbent(s) invited/planning to participate?

Yes.

Why are you looking for a new agency(s) now?

The current contract is expiring.

If you could change one outcome/thing of the work being done by or your relationship with the incumbent(s), what would it be and why?

N/A

What metrics/KPIs are most important to you?

Please refer to the RFP.

We want to clarify that the focus is on community engagement and involvement?

Please refer to the RFP. Additional information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

Is the business goal to build awareness with the hopes of pulling business from nearby airports, such as, (MIA, FLL, OPF, PBI)?

Please refer to the RFP. Additional information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

What is your number one business objective for this calendar year? How will you quantify success?

Please refer to the RFP. Additional information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

What qualities are you looking for in an agency partner?

Please refer to the RFP.

What long term goals do you have for this agency partnership?

Please refer to the RFP. Additional information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

Who will be the liaison between creative and Boca Airport for approvals and how often would we need to come in for meetings etc.? Who would be our main point of contact regarding the marketing, consulting, design and video production segments of the business?

Christine Landers, Business Manager is the program administrator. Meetings are as needed and at a minimum monthly.

Does the client have an internal marketing staff that we would coordinate with? How many people? What does your internal structure for the marketing team look like?

Please see answer above.

Website is not called out. Is this something that is on the table or is this handled by others?

Website will be handled in-house.

Whether we need to come over there for meetings?

Yes, however, it is our expectation that the Airport Authority will not pay for travel.

Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

Many tasks could be performed remotely, but many would be performed in person.

RFP Process/Response

Whether companies from outside USA can apply for this? (like, from India or Canada)

Yes, but the company must be authorized to do business in the state of Florida and any contractual matters would be resolved in a Florida jurisdiction.

Are you receptive to out of state companies bidding on you RFP?

Yes, but the company must be authorized to do business in the state of Florida and any contractual matters would be resolved in a Florida jurisdiction. Further, many tasks could be performed remotely, but many would be performed in person and it is our expectation that the Airport Authority will not pay for travel.

Can we submit the proposals via email?

Instructions for submitting proposals are contained within the RFP.

Does the respondent need to be a government contractor?

The respondent does not need to be a government contractor, but must meet the requirements listed in the RFP.

For companies who only wish to bid on two of the three categories, shall we just mention that in the proposed implementation/tentative work plan?

Yes, please include an implementation plan for any services for which you are bidding.

What are the next steps in the selection process after the initial RFP response?

The Qualifications Evaluation Committee will review all proposals received by the deadline to determine responsiveness and short list the firms. The Qualifications Evaluation Committee may request presentations of the short-listed firms. The Qualifications Evaluation Committee will rank the firms. The Airport Authority will award the contract to the highest ranked responsive firm.

What is your desired date for agency selection?

May 2018.

Do you have a recommended agency on-boarding process or will you rely on the agency to implement their client on-boarding process? If you do, can you walk us through your process?

Please refer to the RFP and answer below regarding the required Implementation Plan.

There is a maximum of ten (10) one-sided pages noted for the proposal; is that only in regards to Item #6? If not please clarify what has to be included in those 10 pages, and what is considered acceptable as additional pages.

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

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

Please see answers above.

Is the total for all three potential contract awards 10 pages, or would each contract be allowed their own 10 pages?

Proposals can include up to 10 pages per contract section you are responding to.

How would an agency be able to include samples of prior work, specifically in the Graphic Design category? Is that included in the 10 pages?

Proposals can include up to 10 pages per contract section you are responding to.

Will previous experience completed beyond the past 5-year timeframe be disqualified?

RFP states "Such experience must include work begun or ongoing within the last five (5) years".

There is a reference under the "Selection Process" that 20 points would be assigned to the "Proposed Implementation Plan" however there is no reference to that Plan anywhere else in the RFP for further instruction about what should be included and under which section we should include this information.

Include in your proposal a tentative work-plan based on your proposed plan for the Airport Authority with anticipated time requirements to complete tasks and deliverables with examples for similar work.

Budget/Financial Terms

Is there a budget for this project?

There is no set budget, however, cost is a factor in the evaluation process.

Exhibit A lists lump sum amounts, but Item #10 says it can be hourly and/or lump and/or some alternate pricing. If there is only a lump sum submitted, or only hourly rates, will the firm be disqualified?

Please see revised financial terms in the RFP.

What is the media budget for placement in print, and online, Search engine, email, text, outdoor, out of home, etc.?

Advertising budget will be established based on the recommendations of the firm.

For the one lump sum - if we are out of project scope should we add a billing rate for additional hours?

Please see revised financial terms in the RFP.

All travel and lodging costs would be client pass throughs correct?

The Airport Authority will not reimburse for travel to regularly scheduled meetings. Any meetings required as part of an Authority directed assignment are reimbursed in accordance with Florida Statutes.

Are you able to provide any indication of annual budget for the public relations portion of the scope? Airport Authorities/Cities are sometimes able to provide that and sometimes not. We obviously understand either way.

The annual budget will be based on the contract award in accordance with the terms of the RFP.

We would like to know the budget for the contracted term.

The annual budget will be based on the contract award in accordance with the terms of the RFP.

Is there a budget range already established for the Graphic Design and the Video Production? Or a not to exceed?

The annual budget will be based on the contract award in accordance with the terms of the RFP.

Is the purchase of print media handled internally or by a third party?

Internally.

Should it be assumed that pricing does NOT include printing of any materials?

Please see answers above.

In the “Financial Terms” section, it requests that respondent propose either an hourly rate or a lump sum, however the worksheet only lists the option to breakdown pricing by lump sum. Where would we include an hourly rate breakdown?

Please see revised financial terms in the RFP.

If preference is for pricing to be broken down by lump sum, can you provide additional details for the scope of graphic design, video production and public relations? (For example, the RFP mentions “press releases” under the Public Relations scope, but not how many press releases would be included, and mentions 4-7 videos, but not how long they would be or how they would be used.)

The Authority’s expectation is that the successful respondent will present ideas and an implementation plan, in accordance with the terms of the RFP.

Do you have a set yearly marketing budget? If so, can we see a breakdown of this budget including media spend per channel and agency/retainer spend?

Please see answers above.

Graphic Design

Is the airport keeping the same branding that is representing the airport today?

The Airport will keep the current branding, but will consider recommendations for changes during the term of the contract.

RFP indicates a need for Invitations, Flyers, Newsletters, Project info sheets, Ads and trade show materials. Is there a number on each that we can base our budget against? Per month? Per quarter?

The Authority’s expectation is that the successful respondent will present ideas and an implementation plan, in accordance with the terms of the RFP.

Can you please supply exactly how many of the various projects are expected to be produced in one calendar year per line item?

Invitations - How many per year? 1. Print 2. Electronic

Flyers - How many per year? 1. Print 2. Electronic

Newsletters - How many per year? 1. Print 2. Electronic

Project Information Sheets - How many per year? 1. Print 2. Electronic

Advertisements - How many per year? 1. Print 2. Electronic

Trade Show Materials - How many per year? 1. Print 2. Electronic

The Authority’s expectation is that the successful respondent will present ideas and an implementation plan, in accordance with the terms of the RFP.

Who will be printing and reproducing and disseminating the information once the creative work is complete?

The Airport Authority.

Is there a schedule that you can supply where project deadlines and publication of items is to take place?

There is no advertising schedule. Please refer to RFP and addendum referencing the Implementation Plan.

If you can supply us with volume numbers for reproduction should we include that in our number?

Airport Authority will handle all reproduction and dissemination of creative material.

Would we be shooting any new photography or would be using the current photographic assets that the airport owns.

Photography will be required during the term of the contract.

What is the current volume of graphic design materials produced?

Volume varies from year to year. Information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

Do you produce materials weekly, monthly, as needed?

As needed.

Do you have examples of materials you can share to give us a better scope of the level of complexity and design?

Information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

Video Production

What is the approximate length of the videos referred to in the Video Production section of the RFP?

Information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

Video Production is largely based on the creative direction of the initiative. If we supply an annual number I'm assuming that wouldn't include pass through costs like local hires for talent, agency fees, hair and makeup, rental equipment, props, and other production related costs, hotel and lodging for the crew, meals etc. Am I right to assume that the budget that I'm proposing is merely our hourly rate for our video production team to produce the film and then present the budget for each commercial once we have established the creative direction of the film?

The Authority will not place commercials as part of its marketing plan.

There's a big difference between 4-7 per year in costs depending on the creative direction of the videos. So should we just budget 7?

Budget according to your proposal and proposed implementation plan.

Is there a creative brief of what the goal is of the video's so we can get an understanding of what the mission is for this communication piece?

The goal of the program is to enhance community engagement. The Authority's expectation is that the successful respondent will present ideas and an implementation plan, in accordance with the terms of the RFP.

Are the videos on the client's website the type of video to estimate? Or are there other examples? Do you have samples of relative videos you'd be looking to have produced throughout the year. This will give us a better idea of deliverable length, shooting days, and quality of videos needed, to properly price.

Videos on the website are representative. The Authority's expectation is that the successful respondent will present ideas and an implementation plan, in accordance with the terms of the RFP.

Other than the website what might the videos be used for? TV? Presentations?

The Authority's expectation is that the successful respondent will present ideas and an implementation plan, in accordance with the terms of the RFP.

Will we have access to the video materials previously used?

Yes.

Public Relations

Can you please specify how many press releases are needed to be written per year and distributed through both print and electronic formats?

It is the Authority's expectation that the successful respondent will present ideas and an implementation plan, in accordance with the terms of the RFP.

Can you please be more specific about what role we would play in the coordination of media? Is that development of a media plan for paid media? or for free press?

Media coordination will include, but not be limited to, press releases, interviews, story placement, etc. for free press.

Can you please be more specific about what type of promotional opportunities you are looking to create? We have many ideas about promotions and speaking engagements but we would need to understand what your goals are in order to specify a budget.

We would expect the successful respondent to present ideas and an implementation plan, in accordance with the terms of the RFP.

Does the budget include production of said promotional opportunities and speaking engagements?

Please refer to the RFP.

What PR campaigns, programs, thought leadership have seen the most success? The least?

Information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.

With regards to PR outcomes, how do you define success?

Information on the current program can be found on the Airport Authority's website, social media, and local and national press coverage.