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2022-BRAA-009 Public Relations and Marketing Services Addendum #1

A summary of questions received is listed below:

Are you and your team entertaining any proposals from outside the State of Florida?

Yes, we would accept proposals from outside the state, including through a team approach.

What is the term of the current incumbent agency contract?

The current term ends in June 2023, however, the new contract is expected to start in January 2023.

Per agency contract for public relations and marketing services, what was the per year budget and spend over the previous five fiscal years?

The existing contract is for time and materials and the annual breakdown is as follows:

2022 YTD: \$14,022.50
2021: \$15,117.54
2020: \$17,352.50
2019: \$64,805.00
2018: \$68,608.91
2017: \$83,800.08

Do we have to propose on both Part A and Part B, or can we just submit on one? Is submitting the additional proposal for the 75th Anniversary campaign necessary to be considered/awarded the Public Relations and Marketing Services scope of work?

Respondents can propose on Part A or Part B or both.

Are tabs and covers included in the maximum thirty (30) page count?

Tabs and covers are not included in the 30-page maximum, nor are the required forms.

Are you looking to completely redesign and re-develop your existing website, or simply maintain it with the items you have listed on page 18, item #3?

We would look to the marketing plan, as presented by the successful Proposer.

Are you currently hosting your site or is another provider? If the latter, are they also bidding on this opportunity?

The site is hosted by another provider. The solicitation is open to all qualified Proposers.

Does your site collect and/or house any sensitive customer data and if so, what?

We currently do not.

Can you expand on your needs on page 18, #4 around "provide software, technical, and regulatory management and updates for the Authority's website.

This would include ADA compliance and compliance with any applicable government website requirements.

Do you expect the chosen agency to conduct photo and/or videography shoots in order to "maintain" the website? If so, what is your budget?

See Section 4 Scope of Services, 4.2.1 PART A (4) and Section 8 Pricing Information.

Does the BRAA currently work with a vendor for PR and Marketing Services? If so, what is the name of the vendor(s) and are they currently eligible to win this contract? What PR and Marketing vendors has the BRAA worked with in the last two years? Is there an incumbent agency also in this RFP process? What do you hope a new agency could provide that the current agency(ies) does not?

Pace Advertising is the current PR firm. Yes, they are eligible to respond to this solicitation. Please refer to Section 4 Scope of Services.

What is the annual budget allocated for PR and Marketing services? What has been earmarked for vendor support?

Please refer to Section 7 Selection Process and Section 8 Pricing Information.

What was the total communications budget for your last fiscal year?

Approximately \$120,000, including special events, content placement, and social media management.

What are the BRAA's greatest PR and Marketing opportunities?

We would look to the marketing plan, as presented by the successful Proposer.

What does success look like for the Boca Raton Airport's 75th Anniversary initiative?

Please refer to Section 4 Scope of Services, 4.1 Purpose.

What does success look like for the execution of the general PR and Marketing plan?

Please refer to Section 4 Scope of Services, 4.1 Purpose.

We are clarifying that as per item 5.2 in Section 5 there are no requirements to have any certifications required under Florida Statutes and that we could compete for this contract not holding a Florida State License but still being registered with the IRS as a Canadian firm?

Pursuant to Section 5.2, proposers are not required to have any Florida State license, such as a General Contractor's License or Professional Engineering license. However, pursuant to RFP Section 2, General Terms and Conditions, subsection 2.52, the Proposer, its employees, and subcontractors must meet Federal immigration laws and be duly authorized to work in the United States by the immigration laws or Attorney General of the United States. Under Florida law, BRAA is prohibited from entering into a contract unless each party to the contract registers with and uses the E-Verify system to verify the work authorization status of its employees.

With regards to 5.9, as Canada and US share a trade agreement, we file in Canada and therefore are wondering what you would like submitted for the same?

Proposers that are located outside the state of Florida must provide a Certificate of Authority to Transact Business in the State of Florida, in accordance with Section 607.1503, Florida Statutes.

Lump sums are requested for the pricing for Part A Services and Part B Campaign. Are we to include media buys within the same?

No.

Could you let us know what your media buy as well as agency fee budgets are for Part A and Part B?

The Authority does not typically advertise.

The airport provides \$430 million in annual economic impact to the local economy. What sector(s) does that money serve? Does most of the sum go to any one sector or business entity?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

What are the demographics of Boca Raton Airport's workforce?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

The Airport Authority's mission includes the ideal of "environmental excellence." Does and will the Airport Authority engage in any environmental initiatives?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

What operational changes have occurred during the COVID pandemic? These may include but are not limited to...

Staffing changes

In-airport service closures (restaurants, retail chains, etc.)

Flight capacity

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

How were the airport's finances impacted by the COVID-19 pandemic?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

The Scope of Work contains a mandate to “develop land use policies and practices that enhance the value of the Airport to business and community stakeholders.”

What land-use policies are currently in place?

Who are the Airport Authority's most important *business* stakeholders?

Who is the Airport Authority's most important *community* stakeholder?

Please refer to Section 4 Scope of Services.

Is the Airport Authority currently involved in any Environmental, Social, and Governance (ESG) initiatives?

No.

Are there any significant vulnerabilities in the airport's infrastructure or operational capacity? These may include but are not limited to...

Delays

Cancellations

Staffing issues

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

Does the airport have any scheduled or recurring unique events?

Yes, but going forward, we would look to the marketing plan, as presented by the successful Proposer.

How significant a threat noise is to the airport's current reputation?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

With which kinds of community partnerships does the Airport Authority wish to engage?

We would look to the marketing plan, as presented by the successful Proposer.

What obstacles, if any, have been the biggest factors holding back BRAA from achieving the renown it's due in the National Airspace System?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

When weighing community initiatives in Boca against National initiatives, how much importance (in percentage terms) does each hold to BRAA?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

When considering media relations, speeches, presentations, interviews, media training, etc., has a primary spokesperson been identified? We recognize this will depend on the situation/opportunity but would appreciate any detail on those you wish to put forward publicly.

We would look to the marketing plan, as presented by the successful Proposer.

What areas of the Authority's existing crisis communications plan are most deficient? Are any areas not covered that are a priority?

Please refer to Section 4 Scope of Services, 4.2.1 (6).

Who are your primary and secondary audiences? Could you please share a prioritized list of key audiences both for internal and external communications?

We would look to the marketing plan, as presented by the successful Proposer.

Is the scope of work limited to Florida, the United States, or is there also an international component to be considered?

We would look to the marketing plan, as presented by the successful Proposer.

What business objectives will this program help reach? Are there plans to expand airport services/announce new routes?

This is not related to the specifications and solicitation process. However, a copy of the Airport Authority's [Strategic Plan](#) and Annual [Operating Budget](#) is available on our website for your reference.

Aside from the upcoming 75th anniversary, are there any other flagship campaigns throughout the year that are a priority?

We would look to the marketing plan, as presented by the successful Proposer.

What are your marketing & communications objectives? Considering this is a three-year bid, are you able to share your long-term objectives as well?

Please refer to Section 4 Scope of Services, 4.1 Purpose.

How do you currently measure PR and marketing success? What are the metrics that you are focused on? How do you measure brand awareness and satisfaction, brand loyalty and share of voice?

We would look to the marketing plan, as presented by the successful Proposer.

Are any of the PR and marketing services listed on the RFP done entirely in-house currently?

No.

Can you please provide an overview of your department structure and how an agency would work with this team?

The firm would work directly with the Executive Director or her designee.

Besides marketing & communications, are there any other key internal stakeholders that will participate in the RFP decision-making process?

The Executive Director will make a recommendation to the Boca Raton Airport Authority Board for a contract award. The Board will vote on the recommendation.

In relation to web and social content, what is the anticipated annual volume of content required/expected?

We would look to the marketing plan, as presented by the successful Proposer.

Do you anticipate or are you interested in taking a new direction from the types of content currently produced?

We would look to the marketing plan, as presented by the successful Proposer.

Should all content be expected to be developed only in English or do you anticipate needs for content in other languages, such as Spanish or Portuguese?

We would look to the marketing plan, as presented by the successful Proposer.

What marketing systems are already in place? (e.g.: content management systems (CMS), social media systems, email marketing system, customer relationship marketing (CRM), etc.). Do you already have a media monitoring service in place for the media monitoring reports?

We currently use Smarsh, Yext, Sprout Social, Constant Contact, Link Tree.

Should this campaign (75th Anniversary Campaign) budget be presented as a separate, incremental budget to the PR and Marketing retainer? What is the budget guidance for both proposals, respectively?

Please refer to Section 8 Pricing Information.