

**Marketing and Advertising Service Contract
Questions and Responses:**

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

Yes!

Whether we need to come over there for meetings?

As outlined in the Scope of Work beginning of page 5 of the RFP, the contractor would need to be available, sometimes on short notice, for meetings in Spokane and in the Spokane area, for sessions with the Airport, vendors, and other third-parties.

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

Subject to the requirements in the Scope of Work beginning on page 5 of the RFP, there is no prohibition of task performance outside of the United States.

Can we submit the proposals via email?

Please see the proposal submission requirements on page 11 of the RFP.

I have a question regarding the Basic Eligibility re: the Marketing and Advertising Services RFP. It states, "If required by law, the successful Proposer must be licensed to do business in the State of Washington and must have a state Unified Business Identifier (UBI) number." My question; is it required by law that my agency be licensed to do business in Washington? We are a California firm.

Unfortunately, I am not able to provide legal advice. However, I would refer you to the State of Washington's Secretary of State's web site: <https://www.sos.wa.gov/corps/FAQ---Do-I-need-to-register-my-business-in-Washington-State.aspx>

Will you give heavy preference to local firms or will a firm like ourselves who has extensive aviation marketing and advertising experience have a good chance at winning?

There is not a location preference in the Evaluation Criteria as outlined on pages 8 through 11 of the RFP. Please note, as outlined in the Scope of Work beginning of page 5 of the RFP, the contractor would need to be available, sometimes on short notice, for meetings in Spokane and in the Spokane area, for sessions with the Airport, vendors, and other third-parties.

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At the top of page 5 of 18, the RFP mentions that Neighbor Day involves a push on social media, supported as part of the scope of work. Does Spokane Airport intend for the selected vendor to operate Spokane Airport's social sites, or for the vendor to provide collateral (graphics and/or copy) for the Airport to deliver to its audiences via its social accounts?

The contractor primarily provides graphics and/or copy in a variety of formats to accommodate print, social media, and email applications. However, as part of the contract, the contractor is provided access to the Airport's social media sites and the current contractor has directly posted to the Airport's Facebook, Twitter, and Instagram accounts at the direction of the Airport.

At the top of page 7 of 18, the RFP states that some events require staff support in addition to materials (signage, programs, commemoration materials). Does this refer to staff support from the intended recipient of this contract? If so, please describe the type of staff support you would need from your Marketing & Advertising vendor for these events.

Yes! On a limited basis, the contractor would provide staff support for special events such as launch events in the gate hold area to celebrate new nonstop service. These tasks include, but are not limited, to securing decorations (e.g., balloons, signage, refreshments), decorating the ticket counter and gate area, capturing digital images of the event, ordering commemorative food items (e.g., decorated cookies, cupcakes, cakes, etc.) and ensuring they are properly presented, ordering specialty advertising items with the Airport's and individual airlines' logos (e.g., cinch bags, sunglasses, hats, surfboards, earbuds, beach towels, etc.), contracting with professional photographers, and distributing food and specialty items to passengers as they board the inaugural flight. In only rare situations would the duration would exceed two days.

Who are the individuals who will comprise the selection committee?

The Selection Committee is comprised of Airport Board members and staff.

Regarding scope of work point 5 for marketing items for partners--does the Airport already have a comprehensive plan listing partners, the specific marketing items required for each, budget allocations for production, goals to maintain/grow relationships with each specific partner, and an overall partner relations plan? Would the Airport need help generating this plan for this scope of work?

The Airport has list of Marketing Partners. The specific marketing items are based primarily on the pledged membership or individual event sponsorship levels. The contractor would need to incorporate the marketing partners as part of the overall marketing plan. No! The Airport does need help generating this plan for this scope of work.

What percentage of the Airport's annual marketing budget has typically been allocated for paid media buying in the past?

30 – 35%

Regarding scope of work point 3--who are the specific member organizations comprised by the PDA? Do all organizations share an equal role in marketing the PDA or is any one organization the leader in terms of strategy or budget resources? Who typically convenes and leads PDA meetings? Would the successful contractor regularly interact with all PDA members or only the Airport?

The West Plains/Airport Area Public Development Authority (PDA) is comprised of the Spokane County, the City of Spokane and Spokane International Airport. The PDA has convened less than five formal meetings and does not as yet have a formal leadership structure (e.g., Chair, Vice Chair, etc.) nor do they have a full complement of board members. Two additional at-large positions are being sought. An Executive Director will also be hired in the near term. As such, the structure is not in place to be able to fully and accurately respond to your questions. However, I don't foresee the contractor regularly interacting with the PDA but would respond to tasks as assigned.

Also regarding scope of work point 3--does the PDF have an existing marketing plan with specific goals for 2018 and beyond? Will the Airport lead the generation of this plan and require the successful contractor's help to do so? Or will this be a collaborative effort between all PDA members? Or is a plan already developed and to what degree?

Again, as addressed in the previous response, these decisions will be made once a complete PDA organizational structure is in place.

Regarding the proposal information form Attachment A--it looks like the title of this form, Request for Proposals for Installation and Integration of Human Resources Timekeeping, Payroll and Processing Systems, is the wrong title and does not align with this RFP. Will the Airport please confirm and submit a correct form?

The correct title is, "Spokane International Airport Request for Proposals for Marketing and Advertising Services." Please see the corrected Attachment A in Addenda #2 – Revised Attachment A.

How was the 2016 marketing and advertising budget allocated?

Parking 15%

Airline route promotion 10%

Felts Field 5%

Event sponsorships/general Airport promotion 70%

Please note, these percentages fluctuate from year to year.

What is the 2018 marketing and advertising budget?

The 2018 budget has not as yet been approved by the Spokane Airport Board.

Is the allocation of the 2018 marketing and advertising budget already determined?

It is in draft form.

Does the marketing and advertising budget adjust from year to year based upon anticipated needs within the coming year?

Yes!

Does the marketing and advertising budget fluctuate within the year, or is the budget fixed? For example, if unanticipated announcements and projects are identified during the course of the year, will more budget get allocated to support them?

Yes, we shift to meet immediate or emerging needs.

Under “Background Information” it is noted that “The work is done in cooperation with the individual airlines and campaigns are structured in a manner of their choosing. Each airline has a different process, approach, culture, and brand identity.” Given this, is the expectation that the agency work directly with those airlines, or will the agency always work through a member of the Airport marketing and advertising team?

The Contractor is part of the Airport’s marketing team and the expectation is they would be included in the direct discussions with the airlines as appropriate.

How many members do you have on your marketing and advertising team and what are their roles?

The Marketing Department is a staff of one and he assumes all roles.

Can you please provide clarification on evaluation criteria? Section 3 is titled “Relevant Experience of the Firm” however requests information about staff experience and amount of time on account, and is worth 35 points. Section 4 is titled “Staff Experience and Availability” however requests examples of other projects executed by team members at the agency, and is worth 10 points.

Relevant executive level experience of the firm would include but not limited to years in business, types of clients you represent, and the accomplishments you would like to highlight that make you an exceptional candidate for the Airport’s contract. Section 4, the staff experience and availability relates to staff people who are our day-to-day contacts. The work examples are the firm’s byproducts and serve to illustrate the type of work you have historically produced, and are weighed less.

Can you provide a firm description of the work in each phase that we can estimate against?

The work under each item fluctuates each year. For example 2017 and 2018 were and will be more focused on promoting new nonstop service because of the 6 new nonstop destinations and the return of Frontier Airlines to the Spokane market. The TREX project will begin construction in late 2019, meaning the design of the communications plan should commence at the beginning of 2019 with a roll out in June to maximize the exposure during the busy summer months. Parking is relatively static but will be unveiling a new surface lot

in 2018, which will change the public education campaign. We are in negotiations with several prospective new tenants and anticipate at least one major commercial development occurring in 2018, which will require more emphasis on special events. In 2017, we did not have any ribbon-cutting or groundbreaking events. Then there are the unexpected events to respond.

The RFP acknowledges that you "have not attempted to identify each and every component of the applications sought." Are you looking for proposed costs to include a total dollar amount, or are you primarily interested in cost structure and rates?

Both total cost and rates.