



## Spokane International Airport

### Request for Proposals (RFP)

for

### Marketing and Advertising Services

Pre-Proposal Meeting		
At this time there is no pre-proposal meeting anticipated		
Contact Person for Questions During the Proposal Process		
Questions should be directed only to: <b>Todd S. Woodard</b> Director of Marketing/Public Affairs todd.woodard@spokaneairports.net		
Deadline for Submission of Questions		
Questions must be submitted to the individual named above no later than:		
<b>1:00 PM 10/16/2017</b>		
Proposal Submission Place and Deadline		
Submit Proposals to:  Spokane International Airport <b>ATTN: Todd S. Woodard</b> 9000 W. Airport Drive, Room 204 Spokane, WA 99224	Date: 10/25/2017	Time: 1:00PM (PDT)



**Spokane International Airport**  
**Request for Proposals (RFP)**  
**For**  
**Marketing and Advertising Services**

Spokane International Airport (“Airport”) is soliciting Proposals from qualified professional firms to provide Marketing and Advertising Services for the Airport for the next three (3) calendar years, commencing on or before January 1, 2018 ending December 31, 2020, with an option for two (2) additional one (1) year terms. The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of radio, print, billboards, digital, and printed materials to support and promote airline routes, sponsorships, parking products, and general airport services and nonstop destinations. Services relating to consultation in other areas of marketing, advertising, promotions, social media, web applications, and branding may be solicited from other Proposers at the Board’s discretion.

**Background Information**

The Marketing and Advertising services contract supports the promotion of a variety of functions and activities at Spokane International Airport, Felts Field, and the Airport Business Park. The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of radio, print, billboards, digital, and printed materials to support and promote new airline routes, community events, sponsorships, parking products and general airport services, and nonstop destinations. In addition to social and traditional media placement, the Airport has the ability through sponsorships, memberships, subscriptions, and relationships with business organizations, not for profit entities, attractions, resorts, and hotels to broadcast email their members and customers. In 2016, the Marketing and Advertising budget was \$575,000 and those funds were expended for the creative design and actual advertising costs. A majority of those funds were invested through commitments made to airlines for promotion of new nonstop routes as well as for awareness of all other nonstop service being offered by the airlines serving Spokane. This 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. 2016 was an unprecedented year for Spokane International Airport in terms of new air service and subsequent passenger growth. Within the last 8 months, airlines have announced new nonstop service to six new destinations, as well as, the announcement by Frontier Airlines of their planned return to the Spokane market with service to their Denver hub commencing in April 2018. Passenger growth is up 9% in



comparison to 2016. In addition, 2014 versus 2017, departures are up 22.5% and Seats up 20%. However, retaining the service requires constant attention and effort.

Spokane International Airport handled 3,234,095 total passengers and 67,375.5 U.S. air cargo tons in 2016. It is the second largest airport in the State of Washington and categorized by the FAA as a small hub airport. Alaska, American, Delta, Southwest and United Airlines serve 17 destinations with nonstop service on 60 daily departures. The Airport complex is the work site for three thousand people serving a variety of aviation and non-aviation related businesses, providing the region with a \$750 million annual economic impact. Airport Board and staff are in the process of commencing the single largest capital improvement project in the Airport's 55 year history. A planned \$130 million Terminal Renovation Project (TREX) will begin the design phase later this year and construction is anticipated to commence in late 2019 or early 2020 and should continue for at least five years. Communicating construction progress, changes in wayfinding, and milestones through graphical support and assisting with special events will be an important component of the Marketing and Advertising Service contract. In addition, initiatives such as REAL ID and the TSA Pre-Check enrollment center operated by the Airport are important passenger programs that require graphical support.

The continued growth and expansion of the airfield and regional aerospace industry cluster is a priority and targeted area for business recruitment. Spokane International Airport supports aircraft Maintenance, Repair and Overhaul operators; commercial aircraft painting; remanufacturing of aircraft component parts for domestic and international airlines, aircraft power-plant research and development; maintenance of aerial aircraft firefighting fleet of aircraft and traditional FBO services that support corporate and general aviation. In 2016 the Airport's owners, the City of Spokane and Spokane County formed, the West Plains/Airport Area Public Development Authority (PDA). This is the first City/County PDA and the goal is to utilize the authority granted to the PDAs by the State legislature to extend infrastructure and allow for more purposeful economic development investments on Airport property and in the vicinity of the Airport. Preparation of exhibits, graphics, tradeshow materials, and marketing and advertising strategies to support the initiative will also be an important part of the services to be provided under the contract.

Felts Field is located six miles east of downtown Spokane and is a 400-acre general aviation reliever airport that had 54,313 takeoffs and landings in 2016 and is home to over 175 aircraft and nine commercial tenants. Over the next 36 months, several significant activities and developments will occur. A Master Plan Update Study, which is an elaborate and very deliberate FAA prescribed process that involves numerous stakeholders and public meetings, will help guide the Airport's development for the next 30 years. The Felts Field Gateway Study will develop a planning document addressing improvements to the main roadway entrance on Fancher Road, from East Trent Avenue to East Rutter Avenue, and the airport terminal parking facility at Felts Field. The study will provide the framework to guide future landside development. Improvements,



including signage, kiosks, lighting, and aviation monuments, will reflect the historic nature of Felts Field as the birthplace of aviation in the Pacific Northwest. The Millwood Trail project is an initiative coordinated by the City of Spokane that provides for the design and construction of a trail that parallels the south side of the Spokane river from approximately Mission Street and South Riverton Avenue through the Spokane Community College campus to Felts Field along the north side of Rutter Avenue and then east to connect to the Centennial Trail on the north side of the Spokane Valley Mall. Each of these projects brings renewed focus to Felts Field and engagement with a new and different audience. Again, communicating project updates through graphical and exhibit support will be included in the contract.

Felts Field has a Fixed Based Operator and avionic services, as well as one of the region's best on-airport restaurants, the "Skyway Café." The Airport has two paved runways, a turf landing strip as well as the ability to accommodate water landings on the adjacent Spokane River. Felts Field's history dates back to 1913 and it has seven structures listed on the National Register of Historic Places. Felts Field is also the base for one of the country's largest collection flyable antique and classic aircraft. Many of the aircraft restorations projects that have occurred at Felts have received national and international acclaim. The last five years have been a renaissance period for Felts, which has received over \$16 million in Federal Aviation Administration grant dollars that were invested in the rehabilitation and reconstruction of aircraft parking aprons, taxiways, and taxilanes. Those Federal dollars encouraged the additional investment of over \$7 million dollars in private capital of new hangar facilities, which attracted important new or allowed for the expansion of existing aviation service providers such as the Northwest Flight School, the Honor Point Military and Aerospace Museum (HPMAM), Spokane Turbine Center, Parkwater Aviation, Western Aviation, and Moody Aviation. Western Aviation's new \$4 million Fixed Based Operation and 3 bay hangar complex has seen a dramatic increase in corporate jet activity. Northwest Flight School relocated to Felts Field from Spokane International Airport to Western's facility and the HPMAM is housed in the third bay of Western's hangar complex. Spokane Turbine Center, Parkwater Aviation, and Moody Aviation provide pilot flight and maintenance instruction to domestic and international students and customers. The HPMAM honors Spokane's historic role in the development of aviation and recognizes our region's many contributions to the defense of our nation. The facility is becoming a popular event center for annual meetings, receptions, and awards ceremonies, and annually hosts a Veterans Day recognition event attended by 400 – 500 people. Also, each year on the first Saturday of June, the Airport staff, along with the support of its tenants, commercial operators and various aviation organizations, host the Felts Field Neighbor Day Open House. Neighbor Day is a free event intended to demonstrate the value of aviation to the neighborhoods surrounding Felts and hopefully, inspire future pilots and aircraft owners. The one day event attracts a crowd of over 20,000 people and serves as a tremendous education and communication opportunity for tenants and neighbors alike. In addition to over 40 classic, antique and commercial aircraft placed on static display, the event also hosts WWII era warbirds, rides for a fee, food trucks, and an exhibit area for aviation and other not for profit organizations. The Airport mails approximately



48,000 postcards to the residential and commercial addresses in the five ZIP codes that surround Felts, push on social media, and provide collateral material to the Chief Garry Park Neighborhood Council, which includes Felts Field. All of these functions are supported as part of the scope of work under the contract.

Currently, the Airport has an active community engagement strategy through advertising and sponsorship activities collegiate athletics at Gonzaga, Eastern Washington and Washington State Universities; community events including, but not limited to Valleyfest, the Muddy Miles at Post Falls, Coeur d'Alene's Traditions of Christmas, the Human Body exhibit at the Mobius, the Coeur d'Alene Triathlon, the Hayden Marathon, and the Festival at Sandpoint; and paid advertising with the Spokane Indians Baseball and Spokane Chief's Hockey. There are numerous other special events and meetings such as Women Helping Women, Visit Spokane's Annual Meeting, and Honor Flight's Annual Auction, to name just a few which the Airport sponsors.

Advertising and marketing campaigns, particularly those with an air service focus, are structured in a manner that communicates to the Airport's regional customer base, which includes Eastern Washington, Northern Idaho, and Western Montana, as well as parts of southern British Columbia and Alberta, Canada.

## **Scope of Work**

The Airport has used several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of radio, newsprint, billboards, digital, printed materials, etc., to maximize the individual budget allocation or needs of the project. Services to be provided will include the following:

1. The successful proposer will support the promotion of new nonstop routes as established by the Airport as part of incentive programs they have extended to the individual airlines. For instance, in 2018, the Airport has committed \$100,000 each to United for service to San Francisco and Chicago O'Hare and American for service to Dallas Fort Worth. Both are a mix of digital, radio and outdoor billboards. Additional funds will likely be expended in support of Southwest's new nonstop to San Jose, Sacramento, and additional effort if the summer seasonal flights to San Diego and/or Chicago Midway are converted to year round service. In addition, funds will also be invested in Frontier's return to the Spokane market on April 30, 2018 for both a launch event and the actual service. We also have an ongoing campaign to promote all of the Airport's nonstop cities and the access to individual airline network of cities. There are always the unanticipated announcements as well.



2. We anticipate significant graphical and communication support for the Terminal, Renovation, and Expansion Project (TREX), which should begin construction in late 2019. A campaign communicating the project's purpose, need, and schedule will commence during the summer of 2019 to begin the process of creating awareness. In addition, to the project's primary facts, and phases, emphasis should be placed on the Airport's integral role as an economic catalyst, the existing five airlines, six by the time the project begins, the seventeen nonstop markets that are served, and the availability of concessions and other services. Also, customer service elements such as free luggage carts, complimentary Wi-Fi, availability of rocking chairs, water bottle filling stations, and the cell phone lot are all important components to incorporate into the messaging. As the project evolves, signage for wayfinding will also be an important part of the program. In all instances, the creative will be utilized in a variety of ways including but not limited to printed, email, social media, web application, etc. Special events such as ground breakings, periodic media tours, project milestones, and ribbon-cutting ceremonies will also be an important component of the support to be provided under the contract.
3. The City, County, and Airport West Plains/Airport Area Public Development Authority has the potential of providing dedicated and programmed infrastructure development funds. In addition, during the 2017 session of the Washington Legislature the Airport received a \$2 million grant to extend a mile of rail from the existing Geiger Spur east across Craig Road onto the Airport's primary property. There is also initial discussion of the PDA funding a transload facility to encourage greater use of rail service. As such, there may be a need to develop brand awareness, marketing materials, and a campaign to support the Airport's share of the marketing responsibilities of the PDA, the Airport's substantial acreage, rail service, and immediate access to Interstate 90 with a specific focus on the aerospace industry, including but not limited to Original Equipment Manufacturers (OEMs); third-party maintenance firms such as Maintenance, Repair and Overhaul providers, as well as transportation logistics, and heavy industrial users of rail services. The audience for this initiative would be outside of the Airport's market area and is anticipated to involve materials for trade shows both in the United States and internationally, which may require foreign language translation capabilities.
4. Marketing and advertising services are needed for special events, sponsorships activities, and trade show materials, including but not limited to retractable signs, fabric wraps, and trade booth design and printing. The Airport plays a leadership role in the Felts Field Neighbor Day Open House and promoting of Felts Field tenants and tenant activities such as the annual Veterans Day Recognition event.



Other special events, beyond TREX, including ground breakings, topping off ceremonies, halfway or project milestone events, and ribbon-cuttings involving Airport improvements at both facilities and private developments at both Spokane International Airport and Felts Field occur multiple times per year. Typically, these types of activities usually involve signage, programs, or other unique event commemoration materials and occasionally, staff support.

5. Occasional specialty items will need to be developed of unique marketing items to be presented to airlines and other tenants to achieve top-of-mind awareness and to demonstrate Spokane's creativity on their behalf. In a similar manner use of the Spokane International Airport and the Felts Field logo on give-away items such as coffee cups, folios, apparel, hats, etc., will also come under the contract.
6. Parking revenue is the Airport's single most important revenue stream. Parking revenue is reinvested in Airport infrastructure and used as the local match to secure FAA grant dollars. As such, promoting on-Airport parking products and the developed brand is critically important to the overall operation of the Airport. Under the contract, the successful proposer would design and bid shuttle advertising wraps and create signage and ground transportation-related maps in physical and electronic formats.
7. The successful proposer would also provide media buys as appropriate for the various messaging outlets.

The Airport has not attempted to specifically identify each and every component of the applications sought under this RFP.

#### **Request for Proposals Schedule**

The following is the schedule for this RFP process (which is subject to change):

Date	Description
Wednesday, September 27, 2017	Issue Date of RFP and posted on Airport's website
Monday, October 16 1 PM PT	Deadline for Submission of Questions
Wednesday, October 18 4 PM PT	Airport's Response to Questions and/or Addenda posted
Wednesday, October 25 1 PM PT	Proposal Submission Deadline (Due Date)
October 25 - 30	Review by the Selection Committee
Tuesday, October 31	Notify Finalists
Tuesday, November 7	Presentations (if necessary)
Wednesday, November 8	Airport Board Finance Committee Recommendation
Thursday, November 16	Airport Board Action/Contract Award (Anticipated)



### **Term of Contract**

The term of the contract will commence upon award and conclude upon completion of the scope awarded. Terms will be finalized upon notification of award.

On-going support agreements will be for an initial three (3) year term, with an option for the parties to extend for two (2) additional one (1) year terms.

### **Funding Source(s)**

The work to be performed is funded from the general Airport operating budget, therefore no federal funds are expected to be involved with the work under this RFP.

### **Evaluation Criteria**

The Airport will evaluate Proposals received based on the following evaluation criteria and will score Proposals up to the maximum number of points as noted for each evaluation criterion.

The Proposer must include in its Proposal the information noted in the evaluation criteria and must demonstrate how the firm meets the evaluation criteria.

<b>Evaluation Criteria</b>	<b>Maximum Points</b>
1) <u>Proposal Information Form:</u> The Proposal Information Form, included in Attachment A to this RFP, must be completed, submitted, and signed as part of your Proposal. You must include the name and contact information of the individual in your firm that the Airport should contact regarding questions about your Proposal and scheduling a potential interview. The contact information should include the following: name of individual, title (Mr., Ms., etc.), firm name, address (city, state, zip code), telephone number, e-mail address.	2
2) <u>Cover Letter:</u> A cover letter expressing interest, addressing, at a minimum, the following:  a) <u>Executive Summary:</u> A high level, executive summary of your firm's relevant qualifications and experiences, as well as the relevant experiences of key staff proposed for this project in	3



<p>performing similar services.</p> <p>b) <b><u>Firm Size and Workload:</u></b> Outline the size of your firm and discuss your capability to manage a project of this size and scope within the identified time frame, relative to your current workload.</p> <p>c) <b><u>Finances:</u></b> Discuss your firm's financial and organizational stability.</p> <p>The cover letter must be signed by an authorized representative of the Proposer who is authorized to execute contractual agreements and/or commitments on behalf of the Proposer.</p>	
<p>3) <b><u>Relevant Experience of the Firm:</u></b> Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. Provide resumes (not to exceed two (2) pages per person) for the named staff, which include information on the individual's particular skills related to this project, education, experience (both with this Proposer and others), significant accomplishments and any other pertinent information. The Proposer shall commit that staff identified in its Proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the Airport.</p>	30
<p>4) <b><u>Staff Experience and Availability:</u></b> A description of the staff proposed and discussion of their availability for performing the work as outlined in this RFP that demonstrates relevant experience from other projects. Experience should include projects of similar, or larger, size and scope including work involving large corporations; working under tight time schedules; media placement and analytical evaluation; ability to monitor, evaluate, and modify advertising schedules and messages; and graphic arts. Discuss their experience in developing and implementing successful creative concepts.</p>	10
<p>5) <b><u>Proposed Implementation Plan:</u></b> Provide, in as much detail as possible, how your team's relevant work experience will allow you to will accomplish items 1 -6 outlined in the Scope of Work section.</p> <p>Include in your proposal a tentative work-plan, examples of similar work, anticipated time requirement to complete the tasks and deliverables in order to achieve the goals of this RFP.</p>	35



<p>6) <u>Proposed Cost:</u> The proposed cost of the firm for the project. Proposed costs are to be broken out matching the phases described in the Scope of Work.</p> <p>Provide the current rates for on-going support and an estimate of planned increases for such support.</p> <p>Provide the hourly rates of staff to be utilized through the implementation. At a minimum, break out rates by project management, technical, support, training, and document preparation.</p> <p>Be able to provide documentation of Washington State Department of Enterprise Services (DES) or other national co-operative purchasing agreements (eg: NJPA, US Communities) if the firm's proposed cost is related to such agreements.</p> <p>Include a statement that the proposed costs quoted are valid for 120 days.</p> <p>The Airport reserves the right to negotiate the cost with the selected firm.</p>	15
<p>7) <u>Standard Contract Language:</u> The Airport intends to utilize its standard Consultant or Service Contract for the evaluation, selection and implementation of scope of work contained in this RFP.</p> <p>A sample contract may be viewed at the following website of the Airport: <a href="http://business.spokaneairports.net/fp/">http://business.spokaneairports.net/fp/</a> by clicking on <u><a href="#">"Sample Contract for Non-Architects and Engineers"</a></u>.</p> <p>Each firm must affirm in its Proposal that the terms and conditions of this Contract are acceptable, or if the firm takes exception to any of the proposed language in the sample Contract, the firm must specifically describe the reasons for the exceptions and propose in its Proposal alternative language for review and consideration by the Airport. Firms not taking any exceptions to the terms and conditions of the Contract shall receive the full evaluation points for this criterion. Firms taking exceptions shall be evaluated and rated for this criterion based on the significance of the proposed exceptions and whether the proposed changes are of benefit to the Airport.</p>	5
<b>Total Points</b>	<b>100</b>



## **Interviews**

Proposers may be required to participate in an interview session of approximately one hour with a selection committee and/or other Airport personnel on the date and time noted in the RFP Schedule on page 7. The Airport will establish evaluation criteria and weighting for each interview criterion that will be added to the scores received for the written Proposals as part of making a final selection decision.

## **Submission Requirements**

**Proposal Submission Deadline:** One unbound original, six (6) bound copies, and an electronic file of the Proposal responding to the information requested in the Evaluation Criteria section of this RFP must be received by the Airport no later than the deadline noted in this RFP. Proposals must be delivered to the address indicated on page 1 of this RFP. Electronic files and submissions of prior work samples must be provided on a USB drive in a common file format (i.e., PDF, DOC, JPG, WAV, MOV) and must be subject to public dissemination and display with no restrictions.

**Late Proposals:** Proposals will not be accepted by the Airport after the date and time specified in this RFP. In the event that a Proposal is delivered after the Proposal submission deadline, the Proposal will not be accepted or considered and will be returned to the Proposer unopened. The Airport will not be liable for delays in delivery of Proposals due to handling by the U.S. Postal Service, courier services, overnight carriers, or any other type of delivery service. Proposals may be delivered in person or by a delivery service. No verbal, facsimile (Fax), telegraphic or telephonic Proposals will be accepted. Proposers are responsible for ensuring that the Airport receives the Proposal at the designated location by the deadline stated in this RFP.

### **Submission Requirements:**

- Proposals and their sealed packaging (boxes or envelopes) should be clearly marked with the name and address of the Proposer and should be marked with the name of this RFP as indicated on page 1 of the RFP.
- The bound Proposals should be in an 8 1/2" by 11" format, using a minimum 12 point type size.
- The Airport strongly encourages the use of recyclable materials in the submission of Proposals.
- Proposers are encouraged to "double side" the printing of their Proposals; however, for the purposes of any page limitations of the Proposal outlined in the RFP, one side of a printed page is considered one page.



**Organization of Proposals:** Proposals must address each of the evaluation criteria in this RFP in a clear, comprehensive, and concise manner. Proposals should include an index, be clearly separated with tabs, labeled by response to specific evaluation criteria and addressed in the same order as included in the RFP. Although there is no expressed page number limitation, Proposers are advised that lengthy or wordy submissions are not necessary and are discouraged.

**Clear and Responsive Proposals:** The Airport has made every effort to include enough information within this RFP for a firm to prepare a responsive Proposal. Proposers are encouraged to submit the most comprehensive and competitive information possible. Proposals that do not respond completely or sufficiently to the evaluation criteria in this RFP may be rejected as non-responsive, or will receive correspondingly lower scores for those criteria, which may result in the Proposal not scoring high enough to be considered further.

**Questions About RFP:** Questions regarding this RFP should be addressed solely to the individual identified on page 1 of this RFP. Questions must be asked prior to the deadline indicated on page 1 of this RFP. The Airport may determine that a Proposal is non-responsive if the Proposer has had contact with any other member of the Airport staff or Airport Board.

**Addenda:** Oral communications and emails from the Airport, its staff, agents, Airport Board members, employees or outside advisor, or any other person associated with this RFP shall not be binding on the Airport and shall in no way modify any provision of the RFP. Only formally issued addenda shall modify the terms of this RFP. Any addenda issued for this RFP will be published at the following website address: <http://business.spokaneairports.net/rfp>. Proposers are responsible for checking the website prior to submission of Proposals for any addenda. If you are unable to download the addenda, you may contact the individual noted on page 1 of this RFP. Receipt of addenda must be acknowledged by Proposers on the Proposal Information Form that must be submitted with the Proposal.

## **Selection Process**

**Selection Process:** The Proposals will be reviewed by an evaluation committee and the highest rated firms may be invited to an interview. The selected firm will be invited to enter into negotiations with the Airport. If the Airport and the selected firm cannot agree on terms that are fair and reasonable, the Airport may terminate negotiations and enter into negotiations with the next highest rated firm.

**Rights Reserved:** The Airport reserves the following rights:

1. To waive as an informality any irregularities in Proposals and/or to reject any or all Proposals.



2. To extend the date for submittal of responses.
3. To request additional information and data from any or all Proposers.
4. To supplement, amend, or otherwise modify the RFP through addenda issued.
5. To cancel this RFP with or without the substitution of another RFP.
6. To reissue the RFP.
7. To make such reviews and investigations, as it considers necessary and appropriate for evaluation of the Proposals.
8. To not select the highest rated firm if the proposed price is more than the Airport's budget for the work.
9. To reject any Proposal in the event that the Airport's analysis of the Proposer's financial status and capacity indicates, in the Airport's judgment, that the firm is not able to successfully perform the work.
10. To cancel the RFP process in the event only one Proposal is received by the deadline.
11. To establish a revised deadline for submission of Proposals in the event only one Proposal is received by the deadline.

**Reference Checks:** The Airport reserves the right to conduct reference checks for firms submitting Proposals, either before or after Proposals have been evaluated, and/or after interviews have been held. In the event that information obtained from the reference checks reveals concerns about a firm's past performance or their ability to successfully perform the contract to be executed based on this RFP, the Airport may, at its sole discretion, select a different firm whose reference checks validate the ability of the firm to successfully perform the contract to be executed based on this RFP. In conducting reference checks, the Airport may include itself as a reference if the firm has performed work for the Airport, even if the firm did not identify the Airport as a reference, and may conduct reference checks with others not identified by the Proposer.

### **Protest and Appeal Procedures**

**Deadline for Protest:** The following deadlines for filing protests and appeals based on this RFP shall apply:

1. RFP: Any protest related to the requirements of this RFP must be received by the RFP Contact Person no later than three (3) business days before the proposal submittal deadline.
2. Awards: Any protest related to the award of a contract based on this RFP or protest of a decision by the Airport to reject a proposal must be received by the Airport's Attorney within three (3) business days after notification to the protesting party that it was not awarded a contract or its proposal was rejected.

### **Form and Manner of Filing:**



1. In Writing: All protests of the RFP and appeals must be in writing, signed, and specify the reasons and facts upon which he protest or appeal is based. Failure to raise any reason or fact upon which the protest or appeal is based shall constitute a waiver and/or forfeiture of such reason or fact for protest or appeal.
2. File protest of award with Airport Attorney: All protests of award must be filed with the Spokane International Airport, Attention: Brian Werst, 9000 W. Airport Drive, Suite 209, Spokane, WA 99224. Such protest of award must be in writing, signed, and specify the reasons and facts upon which the protest of award is based. Failure to raise any reason or fact upon which the protest of award is based shall constitute a waiver and/or forfeiture of such reason or fact for protest.

### **Airport's Review of Protests and Appeals**

1. The Director of the Airport department publishing the RFP shall review and investigate properly and timely filed protests and appeals. At the Airport's sole discretion, an informal hearing may be held with affected parties to gather additional information. The department Director shall issue a written decision to the protestor, stating the reasons for the decision.
2. Appeal to Airport's Chief Executive Officer (CEO): Any further appeal of a formal decision by the department Director must be received by the Airport's CEO within two (2) business days of receipt of the written decision by the department Director. Properly and timely filed appeals of the decisions of the department Director shall be reviewed and investigated by the Airport CEO, who shall issue the Airport's final decision.

### **Failure to Meet Deadline**

Failure to meet any applicable deadline for a protest and appeal shall constitute a waiver of any and all rights to protest and appeal.

### **Administrative Requirements**

**Cost of the Proposal:** The Airport shall not, under any circumstances, be responsible for any costs or expenses associated with the Proposal submitted including, but not limited to, research, investigation, development, preparation, duplication, production, collation, packaging, delivery, transmittal, or presentation of the Proposal or any other related information, data, documentation, and material. All costs and expenses incurred by the Proposer in connection with the Proposal submitted shall be the sole responsibility of (borne solely by) the Proposer.

### **Public Disclosure:**



1. Property of Airport: Proposals submitted to the Airport shall become the property of the Airport and shall not be returned to the Proposer.
2. Proposals are Public Records: Pursuant to Chapter 42.56 RCW, Proposals submitted under this RFP shall be considered public records and, with limited exceptions, will be available for inspection and copying by the public. Except to the extent protected by state and/or federal laws, Proposals shall be considered public documents and available for review and copying by the public after an award of contract is made by the Airport Board.
3. Public Records Exemption: Any proprietary information included in the Proposal that the Proposer wishes to remain confidential (to the extent allowed under the laws of the State of Washington) should be clearly identified as "Confidential" in the Proposal. In addition, the Proposer must provide the legal basis for the exemption to the Airport.
4. Proposals Not Marked as Confidential: If a Proposal does not clearly identify the confidential portions, the Airport will not notify the Proposer that its Proposal will be made available for inspection and copying.
5. Process for Disclosing Information: If a request is made for disclosure of material or any portion marked "Confidential" by the Proposer, the Airport will determine whether the material should be made available under the law. If the Airport determines that the material is not exempt and may be disclosed, the Airport will notify the Proposer of the request and allow the Proposer ten (10) business days to take appropriate action pursuant to RCW 42.56.540. If the Proposer fails or neglects to take such action within said period, the Airport may release the portions of the Proposal deemed subject to disclosure.
6. Indemnification by Proposer: To the extent that the Airport withholds from disclosure all or any portion of Proposer's documents at Proposer's request, Proposer shall agree to fully indemnify, defend and hold harmless the Airport from all damages, penalties, attorneys' fees and costs the Airport incurs related to withholding information from public disclosure.
7. No Claim Against the Airport: By submitting a Proposal, the Proposer consents to the procedure outlined in this section and shall have no claim against the Airport because of actions taken under this procedure.

**Basic Eligibility:** 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. In addition, the successful Proposer must not be debarred, suspended, or otherwise ineligible to contract with the Airport, and must not be on the federal government's list of firms suspended or debarred from working on federally funded projects.



**Non-Discrimination:** All Proposers will be afforded the full opportunity to submit Proposals in response to this RFP, and no person or firm shall be discriminated against on the grounds of race, color, age, sex, or national origin in consideration for an award issued pursuant to this RFP.

**Approval of Sub-Consultants:** The Airport retains the right of final approval of any sub-consultant of the selected Proposer who must inform all sub-consultants of this provision.

**Other Contracts:** During the original term and all subsequent renewal terms of the contract resulting from this RFP, the Airport expressly reserves the right, through any other sources available, to pursue and implement alternative means of soliciting and awarding similar or related services as described in this RFP.

**Funding Availability:** By responding to this RFP, the Proposer acknowledges that for any contract signed as a result of this RFP, the authority to proceed with the work is contingent upon the availability of funding.

**Prohibition Against Lobbying:** The Proposer shall not lobby, either on an individual or collective basis, the Airport Board (its associated City and County employees, or outside advisors) or any federal, state, or local elected or public officials or staff regarding this RFP or its written Proposal. Proposers, the Proposer's acquaintances, friends, family, outside advisors, agents, or other representatives shall not contact the Airport Board (its associated City and County employees, or outside advisors) or any federal, state, or local elected or public officials or Airport staff to arrange meetings, visits, or presentations to influence the outcome of the selection process. Violation of this provision, by or on behalf of a Proposer, intentionally or unintentionally, will result in disqualification of the Proposer and/or rejection of a written Proposal.

**Insurance:** Prior to execution of a Contract for services under this RFP, the successful Proposer will be required to provide acceptable evidence of insurance coverage consistent with the insurance requirements outlined in the Airport's standard Consultant or Service Contract and referenced on the Airport's website as applying to this RFP.

## About Spokane International Airport

Spokane Airports are jointly owned by Spokane County and the City of Spokane. The city and county operate the airports under provisions of RCW 14.08 which establishes the operation of airports by more than one municipality under joint agreement. The operating authority of Spokane Airports is the Spokane Airport Board, consisting of seven appointees from the two governmental bodies.



The Board is responsible for the oversight of Spokane International Airport, Felts Field Airport, and the Airport Business Park. The Board also has a Grant of Authority to operate Foreign-Trade Zone #224.

Spokane International Airport is a 6,100 acre commercial service airport served by five airlines and two air cargo carriers. The airport processed 3,234,095 total passengers and 67,375.5 U.S. air cargo tons in 2016. It is the second largest airport in the State of Washington and recognized by the FAA as a small hub.

Felts Field is a 400-acre general reliever airport that had 54,313 aviation operations in 2016 and is home to over 177 aircraft and nine commercial tenants. The airport has a Fix Based Operator and avionic services available. The Airport has two paved runways and a turf landing strip as well as the ability to accommodate water landings on the adjacent Spokane River.

The Airport Business Park is an industrial and business park development that comprises 600 acres. Strategically located adjacent to the airport facilities and Interstate 90, it has 28 buildings and 22 tenants.



## Attachment A

**Spokane International Airport  
Request for Proposals for  
Installation and Integration of Human Resources,  
Timekeeping, and Payroll Processing Systems**

# PROPOSAL INFORMATION FORM

Name of Proposing Firm:	Contact Individual's Name:
Address of Contact Individual:	
Phone Number of Contact Individual:	E-mail Address of Contact Individual:
State of Washington UBI Number:	
Receipt is hereby acknowledged of Addenda No(s).: _____	

### **OFFICIAL AUTHORIZED TO SIGN FOR PROPOSER:**

"I certify (or declare) under penalty of perjury under the laws of the State of Washington that the foregoing is true and correct":	
Signature:	Date:
Print Name and Title	Location or Place Executed: (City, State)

**Note:** This Proposal Information Form must be completed and submitted as part of your Proposal.

