

AKRON-CANTON REGIONAL AIRPORT AUTHORITY
AKRON-CANTON AIRPORT

REQUEST FOR PROPOSALS

Airport Terminal Advertising Concessions Program

AKRON-CANTON AIRPORT
A Better Way To Go[®]

January 24, 2025

Proposals are due to Akron-Canton Regional Airport Authority Administrative Offices no later than 2:00 p.m. Eastern Daylight Time (EST) on March 5, 2025.

A Pre-Proposal Conference will be held on February 4, 2025, at 2:00 p.m. EDT to answer questions regarding this RFP package.

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SECTION I

NOTICE OF REQUEST FOR PROPOSALS

The Akron-Canton Regional Airport Authority (ACRAA) invites the submission of proposals from interested and qualified proposers with demonstrated experience in the completion of the development, installation, management, and operation of an Airport Terminal Advertising Concessions Program ("Program").

The Proposer should assume all costs for the advertising concession program under this RFP. In addition to the requirements above, the Proposer must comply with the following criteria:

- ACRAA is seeking proposals from responsible qualified firms ("Proposer") with a minimum of five years successful experience that demonstrates expertise in the development, installation, management, and operation of a Program at the Akron-Canton Airport ("CAK").
- The Program will need to include aesthetic, modern, tasteful, and family-friendly airport advertising concepts and mediums such as digital, backlit, interactive, and static and non-static displays. The concepts should be contemporary, cutting-edge designs that enhance the guest experience plus increase revenues for CAK. Dioramas and floor graphics will also be considered. Proposers should provide creative ideas such as terminal column wraps, three-dimensional displays, video advertising, ground transportation kiosks, freestanding displays, and the like.
- The Proposer must provide documented evidence to demonstrate an ability to fund the necessary capital improvements.
- The selected Proposer must be authorized to conduct business in the state of Ohio at the execution of the concession agreement.
- Selected Proposer shall seek solicitations from local, regional, and national advertising companies, and be responsible for installation, upkeep, and rotation of equipment and displays indoors at CAK. The overall goal of the Program is to provide all Airport users with an aesthetically pleasing environment which reflects contemporary advertising concepts and utilizes space in a way that optimizes advertising effectiveness and revenue generation for CAK.
- Consideration must be given to possible naming rights at the main entrance to the Airport (Door 3). The winning proposer will be provided with additional details on this potential initiative.
- There should be no advertising of products or services that directly compete with CAK that cause lost revenue and/or possibly damage the goodwill of the Airport.
- The selected Proposer must also make every effort to obtain meaningful and substantial participation of disadvantaged business enterprises ("DBE"s) in all aspects and phases of the Program as described in more detail in this RFP, including but not limited to employment, marketing/promotion, operations, maintenance, and management of the Program. The enclosed documents provide the instructions, background information and forms from which Proposers are to develop their proposals to the ACRAA.
- The term for this Program agreement will be five (5) years with one five-year option. Proposers must include a statement acknowledging their willingness to accept the term.

The Akron-Canton Airport (CAK) is owned and operated by the ACRAA, which is governed by an eight (8) member board of trustees. The Airport is often a visitor's first impression of the region. The ACRAA has recently completed significant upgrades and additions to its facilities, increasing and enhancing revenue and customer satisfaction. Equally accessible to the residents of Akron and Canton thanks to its proximity to Interstate 77, the Airport not only serves individuals looking for convenient air travel but is also vital to the regional economy. In 2024, the Airport was a gateway for 760,000 passengers. Every day, CAK proves to be a vital asset to the local community, as shown through the Airport's most recent economic impact survey conducted by Kent State

University. In 2018, the greater Akron-Canton region took off with \$1.01 billion in total economic activity, \$212 million in total payroll generation, and \$85 million in total tax revenue generated from 4,486 jobs because of the Akron-Canton Airport. Additional information about the Airport is available at www.akroncantonaairport.com.

After the evaluation, the Akron-Canton Regional Airport will enter into an agreement with the winning Proposer for professional services associated with this requested environmental documentation.

ALL PROPOSERS MUST READ, REVIEW AND UNDERSTAND THIS RFP AND ALL EXHIBITS AND ATTACHMENTS.

SECTION II

INSTRUCTIONS TO PROPOSERS

A. PROPOSAL DEADLINE

The deadline for proposal submission is 2:00 PM EDT, Thursday, March 5, 2025, as stated on the cover page of this RFP and in the schedule (Section III.A). Each Proposal must be in the format outlined in Section IV.B., including all required Exhibits and/or Attachments. Proposals received after the due date and time listed above may not be accepted and may be returned unopened to Proposer.

Proposer must submit one (1) ring-bound original, five (5) ring-bound identical copies, and one (1) digital copy (flash drive) of the Proposal in a suitably sized envelope or box, with the name of the Proposer identified on the outside of the package. All Proposals are to be delivered to the Airport Contact Person at the following address:

Akron-Canton Regional Airport Authority
Attention: Renato Camacho
President & CEO
5400 Lauby Rd., NW
North Canton, OH 44720

B. PRE-PROPOSAL CONFERENCE

1. MEETINGS

The ACRAA has scheduled a **mandatory** pre-proposal conference on February 4, 2025, as stated in the Proposal and Award Schedule found in Section III.A. to review the RFP and answer questions related to the RFP. The conference will be held at the Akron-Canton Airport, Second Floor Conference Room #2, located at 5400 Lauby Road, NW, North Canton, Ohio 44720. Interested Proposers are **STRONGLY** encouraged to send a qualified representative who can represent it and/or its company's best interests competently. For the ACRAA to adequately address your questions at the conference, Proposers are encouraged to submit questions before the meeting, which will be addressed through addenda.

2. ADDENDA

Following the pre-proposal conference, the ACRAA may issue addenda to the RFP to make any necessary clarifications or corrections and to address questions submitted. The first addendum will include a listing of all persons and contact information for those in attendance at the pre-proposal conference. If Proposer finds discrepancies or omissions, or there is doubt as to the true meaning of any part of this RFP, a written request for clarification or interpretation must be emailed to the Airport contact person by the question deadline stated in the Proposal and Award Schedule found in Section III.A. Questions received after that time may not be answered by the ACRAA and may not become part of the RFP process. The ACRAA will not answer any questions by telephone or in-person, except at the Pre-Proposal Conference. The ACRAA will issue additional addenda as necessary to respond to questions submitted. The ACRAA is not responsible for any explanation, clarification, interpretation, or approval made or given in any manner except by addendum. A copy of each addendum will be posted on the ACRAA's website and found at the following link: www.akroncantonairport.com. Addenda can be found by clicking the Business tab, selecting the Opportunities dropdown, and Bids/RFPs. Any addenda so issued are to be considered as part of this RFP.

C. PROPOSER RESPONSIBILITY

Proposer must carefully examine the RFP, related documents, and terminal site. Each Proposer must judge for itself the completeness of all requirements, conditions, and circumstances in the RFP. Failure on the part of Proposer to make such examination and to investigate thoroughly will not constitute grounds for a declaration by Proposer that it did not understand the conditions with respect to its proposal.

D. WITHDRAWAL OF PROPOSAL

Proposals may not be withdrawn after the proposal due date. In submitting the proposal, the Proposer agrees that the proposal will remain valid for thirty (30) calendar days after the deadline for submission of proposals and may be extended beyond that time by mutual agreement. Withdrawal of any proposal will result in the loss of the proposal deposit.

E. AIRPORT CONTACT PERSON

From the date the RFP is issued through the ACRAA award, Proposers shall not contact any members of the ACRAA staff in any way related to this RFP process, except the Airport contact person as referenced on the cover page of this RFP. To ensure that your questions are properly understood and answered, your questions **MUST** be emailed to the Airport contact person.

SECTION III INFORMATION FOR PROPOSERS

A. PROPOSAL AND AWARD SCHEDULE

1. January 24, 2025 RFP released to the public
2. February 4, 2025 Pre-proposal Conference 2:00 p.m. EST
3. February 24, 2025 Last day for receipt of questions concerning the RFP by 2:00p.m. EST
4. March 5, 2025 - All proposals are due by 2:00 p.m. EST
5. March 10, 2025 - Interviews with the finalists (if necessary) by ACRAA Staff
6. March 13, 2025 - ACRAA Staff consider the recommendation for award
7. March 20, 2025 - ACRAA Board Meeting to consider ACRAA Staff recommendation
8. March 24, 2025 – Award to winning Proposer

The ACRAA reserves the right to adjust the schedule as necessary.

B. DIRECTIVE OF RFP

The purpose of this Airport Terminal Advertising Concession Program is to seek a vendor(s) who will best fulfill the ACRAA's program goals and objectives as delineated in the RFP. The selected Proposer may be the actual operator of selected services or may subcontract services with other operating businesses.

1. GOALS AND OBJECTIVES

The ACRAA seeks only high-quality operators and firms (and their qualified subtenants) who can meet the needs of the Airport guests (over 760,000 annually), nearby Airport tenants, and surrounding communities through this environmental analysis so that the requested documentation complements the Airport and any nearby capital projects. To meet these goals and objectives, the Proposal must maximize opportunities for hangar facility development and capital cost avoidance.

2. LOCATION

The Akron-Canton Airport (CAK) is located in northeast Ohio, approximately midway between the cities of Akron and Canton. It sits on 2,700 acres of property that is located in the City of Green in southern Summit County. Only the southernmost portion of the airfield extends southward into Jackson Township, in Stark County. CAK is within ten nautical miles (nm) of the cities of Akron, Canton, and Massillon, approximately 35 nm south of Cleveland, and 70 nm northwest of Pittsburgh. The terminal building is accessible directly from Interstate 77, which provides access south to Canton and north to Akron and Cleveland.

The Airport is classified as a small-hub, primary commercial service airport supporting a mixture of commercial airlines, air cargo, military, and general aviation traffic on two intersecting runways. CAK is the only commercial airport in the state of Ohio that a bi-county Airport Authority governs. The ACRAA is a political subdivision of the state, formed by Summit and Stark counties. Under the guidance of the ACRAA's Trustees, the administration's philosophy and long-term vision for the Airport is built around the needs of its guests. Offering the traveling public exceptional convenience, easy access, and relaxing amenities are the cornerstones of this philosophy. In addition to nonstop flights offered to top destinations, connections with larger hub airports make the Akron-Canton Airport one stop away from the rest of the world. Additionally, CAK provides an exceptional mix of airline services appealing to vacationers and travel buffs.

As part of this Airport Terminal Advertising Concession Program, CAK has roughly 116,000 square feet of terminal as part of this proposal.

3. TERMINAL ADVERTISING CONCESSION PROGRAM CONSIDERATIONS

A. CONDITION OF TERMINAL ENVIRONMENT.

The Airport Terminal Concession Program will be delivered in "as-is" condition before any improvements or modifications to existing spaces. The successful Proposer will be responsible for improvements to these spaces per guidelines as stipulated in Section I, Summit County and City of Green codes, and as approved by the ACRAA staff and the ACRAA Board.

B. TERMINAL ADVERTISING CONCESSIONS PLAN

The Proposer will submit a detailed terminal concessions plan including, at a minimum, the following requested information:

- Modern, attractive, and tasteful airport advertising concepts and mediums such as digital, backlit, interactive, and static and non-static displays. The concepts should be contemporary, cutting-edge designs that enhance the guest experience plus increase revenues for CAK. Dioramas and floor graphics will also be considered.
- Creative ideas such as, but not limited to, terminal column wraps, three-dimensional displays, video advertising, ground transportation kiosks, and freestanding displays.
- Include ideas for advertising along the terminal frontage exterior, passenger boarding bridges, and other non-traditional areas like parking lots that can generate revenue.
- Coordinate with CAK's VP of Customer Experience to ensure that Airport's art program and this Program do not overlap or possess competing/conflicting themes.
- Ensure any potential terminal naming rights concept(s) complement and not conflict or overlap with the Program. Naming rights are being considered for the CAK terminal area's public spaces, specifically the main terminal Door 3 entrance area, baggage claim area, and ticketing area. The winning Proposer will need to coordinate with CAK staff prior to any implementation. In lieu of a separate naming rights opportunity, the Proposer should offer to incorporate the naming rights into their services

Proposers must submit a completed terminal advertising Program in sufficient detail to evaluate the quality of the assessment for the improvements.

In addition, the successful Proposers should submit a terminal advertising Program timeline or schedule for completion.

The winning Proposer will have approximately five (5) months to complete the terminal advertising Program following the execution of all Agreements, which must be signed within thirty (30) days of the date the ACRAA formally approves awarding a contract to the Proposer (currently scheduled for March 24, 2025, as identified in

Section III.A). The ACRAA may, at its sole discretion, consider adjusting this time schedule if significant delays are incurred at no fault of the Proposer.

SECTION IV PROPOSAL PROCESS

A. SELECTION PROCESS

Each Proposal will be evaluated according to the following process to determine how well it meets the Evaluation Criteria outlined in this RFP. Evaluation Criteria are for the use of the Review Team in evaluating the proposals and making a recommendation to the ACRAA. The Review Team's recommendation does not bind the ACRAA in making its final selection.

1. MINIMUM REQUIREMENTS

Each Proposal must meet the minimum requirements found in this RFP Proposal. Failing to meet the minimum requirements as stated including completeness, format, and content may be rejected without further evaluation.

- a. Must have demonstrated experience in the last five (5) years with airport-specific or relatable advertising/marketing Program, preferably with at least one (1) in the state of Ohio.
- b. Must be qualified to do business in the State of Ohio at the time of agreement execution.
- c. Provide a minimum of three (3) case study references.
- d. In the ACRAA's sole judgment, have no pending, active or previous legal action that could prevent the Proposer from fulfilling the terms of an agreement.
- e. Provide a Proposal that contains the properly executed proposal documents. Proposers that do not meet each of the minimum qualifications may be considered nonresponsive and disqualified from further consideration.

2. EVALUATION

The Review Team will verify and substantiate all information contained in each Proposal. Proposers may be asked to revise, clarify and/or provide additional information during the proposal review process. These requests will require prompt action by the Proposer. The Review Team will evaluate those proposals not rejected according to the Evaluation Criteria found in this RFP. The Review Team consists of designated ACRAA staff.

3. INTERVIEWS

The Review Team may select some or all proposals as finalists and conduct oral interviews for clarification purposes only. While scores may be adjusted based on the interview, no points will be awarded to the actual interview itself. If interviews are needed, then selected Proposers will be given time to present their Proposal and

allow the Review Team to ask questions and clarify their understanding of the Proposal. A final evaluation will be completed after the interviews.

4. STAFF RECOMMENDATION

The Review Team will make its recommendation for award to the ACRAA (see Section III.A., Proposal and Award Schedule).

5. AKRON-CANTON REGIONAL AIRPORT AUTHORITY DECISION

The full ACRAA makes the final selection decision. Any Proposer may request to speak at the ACRAA Meeting.

6. AWARD OF CONTRACT

The ACRAA will notify the successful Proposer in writing. The selected Proposer must fully execute and deliver a signed Agreement to the ACRAA within thirty (30) days after receipt of the Agreement in the form negotiated by ACRAA and the Proposer.

Essential is the Proposer's review of the Agreement. All requested changes to the Agreement must be offered in the "Exceptions" portion of your Proposal. If no Agreement Exceptions are offered, then the Proposer will be expected to execute the Agreement as presented as part of this RFP.

7. REVIEW OF OTHER TERMINAL ADVERTISING CONCESSIONS EVALUATIONS

If the Proposer is currently working on a similar Terminal Advertising Concessions Program, then the Review Team may request detailed information on these additional efforts. Based on the proposals received for this RFP, the Review Team will determine those Proposers and additional Programs to be reviewed. The Review Team may evaluate the additional assessments for completeness and similarities to this RFP. The results of these Programs have no specific point values. Nonetheless, these additional Programs may be used to validate or show deficiencies in your Proposal for this RFP, affecting scores in the listed criteria.

B. PROPOSAL FORMAT

For the Review Team to properly read and evaluate your Proposal, the document must be organized. Each Proposal should be typewritten on a standard 8 1/2" x 11" page format. **The Proposal document must not exceed 40 pages, either single or double-sided and including any separation tabs, tables, figures, and appendices.** A 12-point Arial or Times Roman font (or similar) should be used. Smaller fonts used may not be considered. The pages shall be numbered, and sections of the Proposal shall be tabbed consecutively (as numbered below). Proposals for all packages will be evaluated based on the following criteria and points assigned:

1. Executive Summary

Include an Executive Summary of the Proposal's essential features, which should identify the Proposer and state other general information that the Proposer desires to include regarding the Proposer's company history. Additionally, this Executive Summary should highlight the uniqueness and strengths of your Proposal and demonstrate how your Proposal meets and/or exceeds the goals and objectives outlined by the Akron-Canton Regional Airport Authority. This summary is your opportunity to highlight your service abilities and experiences. Please limit this Section to two (2) pages or less.

2. Company Profile

Proposer shall submit sufficient information to allow the ACRAA to evaluate the Proposer's qualifications and experience, including, at a minimum, all of the following:

- a. Company Name
 - 1) Legal name and street address of Proposer, precisely as it should appear in the Agreement.
 - 2) Contact name, title, and telephone number of Proposers' authorized representative.
 - 3) Description of organization (i.e., corporation, LLC, partnership, joint venture, or sole proprietorship):
 - i. If a corporation, list the date of incorporation, state of incorporation, and the names, addresses, and share of all persons or entities owning ten percent (10%) or more of the Proposer's voting stock.
 - ii. If an LLC, list the names, addresses, state of organization, legal names of all members, and ownership interests of each member.
 - iii. If a partnership, list the date of organization, whether general or limited partnership, the state of registration, and the legal names, addresses, and percentage ownership of each partner.
 - iv. If a joint venture, list the date of organization, indicate whether or not the joint venture has done business in Ohio and where, and list the legal names, addresses, and shares of the joint ventures.
 - v. If a sole proprietorship, list all business names under which such proprietor has done business during the past five (5) years, the business address(es) for that same period of time, how long in business, and state whether registered or authorized to do business in the State of Ohio.
- b. Company Affiliations
 - 1) List all affiliates of Proposer, including all entities controlled by or under common control with Proposer.

3. Project References

List three (3) projects of similar scope performed within the last five (5) years. Preferably with at least one (1) related project in the state of Ohio, include the following for each project:

- a. Project Identification: Name the project owner, state the type of project (generic building type such as hospital, school, etc.), and location (city, state).
- b. Project Dates: Project Start and End Dates

- c. Project Terminal Advertising Concessions Program: Acreage or square footage impacted by Program.
- d. Project Dollar Amount: Provide the total contract amount for the design of the advertising concessions effort (not the construction cost associated with the advertising concessions effort)
- e. Project Schedule: Indicate if the Terminal Advertising Concessions Program was completed on schedule. If not, then please explain.
- f. Scope of Work: List the scope of work implemented under the project.
- g. Contact person: name, title, email address, etc.

4. Proposed Staffing Plan (20 points)

a. Implementation plan

- i. Identify the proposed Project team (include key personnel identified in the Proposal Form and other team members). The Proposer must be qualified to do business in the State of Ohio at the time of agreement execution. List the team members with relevant certifications including:
 - 1. Certified Marketing and/or Advertising Professionals in the State of Ohio
 - 2. Project Management Professionals (PMP)
 - 3. Other relevant or related certifications
 - a. Provide a one-page resume describing relevant experience, qualifications and educational background for each individual key team member assigned to this project.
- ii. Provide a proposed organizational chart for the Project. Proposers with “partner-company” participation must describe **(1)** the division of services/work and percentage of contract for each company, **(2)** the contractual/legal relationship between the companies, and **(3)** whether a separate legal entity has been formed or will be formed for this Proposal.
- iii. If the Proposer is a corporation, partnership, sole proprietorship, or separate legal entity; identify an officer, partner, or principal of the Proposer associated with the legal name of the Proposer.
- iv. If the Proposer is a joint venture, identify an officer, partner or principal (as applicable) of each joint venture associated with the legal name of the applicable joint venture.
- v. Describe the Proposer’s plan for staffing the project. The Staffing Plan must coordinate with **(1)** the cost details required on the Proposal Form and **(2)** the proposed Project Schedule.

b. Staff Availability: Describe the availability of each member of the Proposer’s proposed project team and the amount of time each team member is expected to dedicate to the Project.

c. Flexibility to Schedule Changes: Describe the ability and limitations on the ability of the proposed Project team to accommodate changes of the Project’s schedule.

5. Subcontracting Plan (10 points)

- a. Prequalification Plan: Outline the Proposer's plan for prequalifying subconsultants including **(1)** general and project-specific prequalification criteria, **(2)** activities for developing subconsultant interest in the Project, and **(3)** the Proposer's evaluation process.
- b. Packaging Plan and Self-Performed Work:
 - i. Describe the Proposer's strategy for packaging and scheduling to ensure the scopes of work of the various subconsultants are coordinated, and all requirements for the Project have been assigned to the appropriate subconsultant.
 - ii. Provide a description of the work the Proposer proposes to self-perform on the Project (if any). Proposers are advised that self-performed work is subject to Contracting Authority approval as described in the Contract's General Conditions.
- c. Design-Assist Strategies: Describe the Proposer's plan (if any) for engaging one or more professional service firms to help facilitate the environmental analysis.

6. Airport Concessions Disadvantaged Business Enterprise (ACDBE) Plan (5 points)

- a. The ACRAA has developed an Airport Concessions Disadvantaged Business Enterprise (ACDBE) Plan to utilize to the maximum extent possible DBE's and Race Neutral Firms in the Akron and Canton SMSA Economic Areas. The ACRAA has established goals for ACDBE participation for all contracts let through competitive bidding by the ACRAA. The ACRAA will only accept AC/DBE's which are approved by the State of Ohio DOT. A copy of their most recent directory is available on the internet at
 1. <https://www.transportation.ohio.gov/programs/business-economic-opportunity/dbe/dbe#page=1>
- b. To meet the requirements of Federal Department of Transportation Regulation 49 CFR Part 23, all bidders will provide evidence of the methods they have used to meet ACDBE/Joint Venture goals as published in the sponsor's AC/DBE Plan and approved by the Department of Transportation. **The ACDBE participation goal for this project is 3.5 percent.**
- c. Included with the bid proposal, all bidders wishing to remain in competition for the contract must submit: Name(s), address(s) and phone number(s) of ACDBE/Joint Venture subcontractor(s).
 - i. A copy of each AC/DBE's current State of Ohio DOT AC/DBE Certification.
 - ii. Description of work each is to perform
 - iii. Dollar value of each proposed ACDBE/Joint Venture subcontract.
 - iv. Written and signed documentation of commitment to use a ACDBE subcontractor whose participation it submits to meet a contract goal.
 - v. Written and signed confirmation from the ACDBE that it is participating in the contract as provided in the prime contractor's commitment.

- d. If the contract goal is not met, then provide evidence of good faith efforts TO MEET THE CONTRACT GOALS via evidence of outreach to at least three (3) reputable ACDBE firms in Northeast Ohio.
- e. Proposers may substitute or change ACDBE subconsultants provided they submit the change to the ACRAA for approval. All information stated above must be included for review, as well as a brief narrative explaining the reason for the change. Such approvals may not be unreasonably withheld.
- f. Any questions regarding the use of ACDBE Subcontractors should be directed to James Krum, Vice President of Finance and Administration, Akron – Canton Airport (Phone: 330-499-4059 ext. 495; email: jkrum@akroncantonairport.com).

7. Estimating Strategies (10 points)

- a. Estimating Strategy: Describe the Proposer’s plan with the preparation of Project estimate(s).
- b. Design-Assist Collaboration Strategies: Describe the extent to which the Proposer intends to incorporate subconsultant firms into its planned approach to estimating on the Project.
- c. Use of Estimating and Market Pricing: Describe the Proposer’s planned approach to estimating and the use of market pricing (if any) to develop estimates and to verify scopes of work on the Project.

8. Procurement Strategies (10 points)

- a. Advertising or Marketing Program Plan:
 - i Describe the Proposer’s Advertising or Marketing Program Plan for the Project.
- b. Long-lead Strategies:
 - i Identify any anticipated long-lead deliverables (e.g., transition materials, supplies, etc.) and describe the Proposer’s plan for procuring those deliverables within the anticipated Project schedule.
- c. Support of Owner Objectives: Describe how the Proposer’s procurement strategies support the Owner’s identified scope, schedule, budget, and other objectives for this project.

9. Program Transition Plan (25 points)

- a. Transition Plan:
 - i. The Proposer will submit a detailed Terminal Advertising Concessions Program transition plan for the site (refer to Exhibit B) including, at a minimum, the following requested information.
 - 1. Detailed schedule for implementation of proposed advertising plan, from initial opportunity to enter CAK and detail specific tasks through final installation is complete.

2. Provide a detailed description of how Program will be phased and possibly coordinated with existing concessionaire to ensure minimal disruption to Airport operations.
 3. Describe the day-to-day maintenance plan to be implemented in support of the Program. Indicate which tasks will be required daily, weekly, monthly, etc.
 4. Describe the day-to-day janitorial plan to be implemented in support of the Program. Indicate which staff members will be responsible for this task.
 5. Provide the equipment maintenance plans to be implemented as part of the Program.
- ii. Proposers must submit a completed report in sufficient detail to evaluate the quality of the submittal.
 - iii. Photographs should give the review team a complete understanding of:
 1. The overall Program analyzed for the project
 2. Specific details regarding the proposed Program, including any related supplemental services that will help generate the scope of work.
 - iv. The winning Proposer will submit both a draft final and final report of the Program for ACRAA review. All analyses will be done in accordance with all state of Ohio and local agency codes.

10. Value Added Suggestions (5 points)

- a. Description: Describe the Proposer's additional suggestions (if any) related to the Terminal Advertising Concessions Program: time requirements for Project completion; and factors related to cost, including suggestions for alternative Terminal Advertising Concessions Program with the analysis.
- b. Benefits: Describe the benefits to the Owner of suggested alternate information.

11. Schedule (20 points)

- a. Baseline Schedule: Provide a detailed schedule that clearly identifies the manner in which the Proposer proposes to sequence the Terminal Advertising Concessions Program and complete within the Project's schedule requirements.
- b. Schedule Enhancements:
 - i. Describe the Proposer's proposed schedule enhancements (if any) for alternative approaches to the baseline Project schedule. For each proposed schedule enhancement or other suggestion, identify all anticipated effects on the Project's scope, cost, and other Project participants and all associated assumptions.
 - ii. Provide a detailed schedule that clearly identifies the incorporation of the proposed schedule enhancements or other suggestions into the baseline schedule.
- c. Procurement Activities: Identify all Proposer procurement activities and the manner in which the Proposer proposes to sequence procurement activities in order to complete the work within the Project's schedule requirements.

- d. Milestones/Activities:
 - i. Identify all significant milestones and activities in the baseline and any alternative schedule(s), including but not limited to, milestones identified in the RFP.
 - ii. Describe the significance and other important characteristics of the milestones and major activities identified in the proposed baseline and alternate schedule(s).

12. Quality-Assurance/Quality-Control (“QA/QC”) Plan (5 points)

- a. Terminal Advertising Concessions Program: Provide the Proposer’s QA/QC plan for the project, as applicable, to meet the intent of the scope of work.
- b. Estimating and Scheduling: Provide the Proposer’s QA/QC plan for estimating and scheduling on the Project.

13. Unique Challenges and Solutions (5 points)

- a. Project/Scope Characteristics: Describe any Proposer-identified challenges that are unique to the Project and its anticipated scope and provide suggested solutions to the identified challenges.
- b. Budget/Schedule Characteristics: Describe any Proposer-identified challenges that are unique to the Project’s budget and schedule characteristics and provide suggested solutions to the identified challenges.
- c. Quality/Process Characteristics: Describe any Proposer-identified challenges that are unique to the Project’s quality and process characteristics and provide suggested solutions to the identified challenges.

14. Financials (25 points)

- a. Financial and Legal Background:
 - i. The prime Proposer must submit financial background information for the last two (2) fiscal years, which includes an independently audited balance sheet, statement of cashflows, and income statements; or equivalent documentation, sufficient in the ACRAA’s view, to determine the financial health of the Proposer.
 - ii. Provide the name, location, and date of any of the prime proposer’s operations that have been terminated, either voluntarily or involuntarily, within the past five (5) years. For the same period of time, list any judgements or lawsuits satisfied, outstanding, or currently pending against the Proposer.
- b. Financial Offer
 - i. Describe Proposer’s costs to fund the Program. The costs should be clearly spelled out with billable hours tied to field investigations, subconsultant coordination, agency coordination, and other reporting requirements for the

Program. Lack of a detailed cost breakdown will result in non-compliance with the scope intent.

15. Additional Considerations

- a. Concisely identify any additional considerations the Proposer believes are relevant to the Project. The evaluation committee will not review or consider copies of general marketing materials, website printouts, or any other information not specific to the Project.

16. Properly Executed Proposal Form

Be sure to sign and notarize the Proposal Acknowledgment Form (Exhibit A) and include it under the appropriate tab in your Proposal. The Proposal Acknowledgment Form must be executed in the legal name of the proposing entity, followed by the signature of the officer authorized to sign for the Proposer or sole proprietor and the printed or typewritten name of the officer and office held. If the signatory is not a corporate President, Vice President, or general partner, please provide evidence of their Authority. In the event of a joint venture proposal, officers authorized by all entities forming the joint venture must sign the Proposal Acknowledgment Form. The address and telephone number of the Proposer must be typed or printed on the form.

17. Proposal Deposit

All Proposers are required to provide a Proposal Deposit or Proposal Bond in the amount of five thousand dollars (\$5,000.00) for the Program being proposed, in the form of a certified check, a cashier's check, or a Proposal Bond in such form and substance acceptable to the ACRAA. Checks should be made payable to the ACRAA.

No proposal will be reviewed unless accompanied by the Proposal Deposit. Enclose the deposit with the original ring-bound Proposal. Copies of the Proposal Deposit must be included within each copy of the Proposal. The ACRAA will hold deposits until execution of the Agreement with the successful Proposer. If you are notified that you have been unsuccessful or disqualified, your deposit will be returned to you. If you are the successful Proposer, a Security Deposit will be required, as will be noted in the sample Agreement distributed via the Addendum. No interest will be paid to Proposers on this Proposal Deposit.

If the successful Proposer fails or refuses to enter into an executed Agreement after award, the entire sum of the Proposal Deposit will be retained, not as a penalty, but as liquidated damages. The damages resulting from failure to enter into an executed Agreement are difficult to ascertain, and the entire sum of the Proposal Deposit is a reasonable estimate of these damages.

18. Exceptions

This RFP contains business terms that have been developed by the ACRAA to serve best the traveling public and the needs of the ACRAA. However, the ACRAA also recognizes that the Proposer's experience and expertise may provide the ACRAA with unique insights into how to organize better prepare the Program so that the business can better meet the goals and objectives described in Section III.B.1.

This "Exceptions" provision of the RFP allows the Proposer the opportunity to modify the ACRAA's RFP by proposing to add, modify or eliminate sections or provisions that you believe are not in the best interest of the ACRAA. After discussing your proposed Exceptions, the Review Team is free to modify the points assigned to each Section of the evaluation process based on its understanding of the value of the Exceptions being offered.

Under this Exceptions provision, you must individually list each point of exception you want the Review Team to consider. List the RFP requirement followed by your proposed exception(s). This Exceptions provision is your opportunity to list Agreement modifications that you believe are essential if you are selected.

Note: The Akron-Canton Regional Airport Authority is not obligated to accept any Exceptions. If the Proposer is preliminarily selected, the selection will be subject to achieving Agreement on the items you have identified as Exceptions. If Proposer considers any Exceptions to be mandatory to its Proposal, then that clarification must be clearly stated.

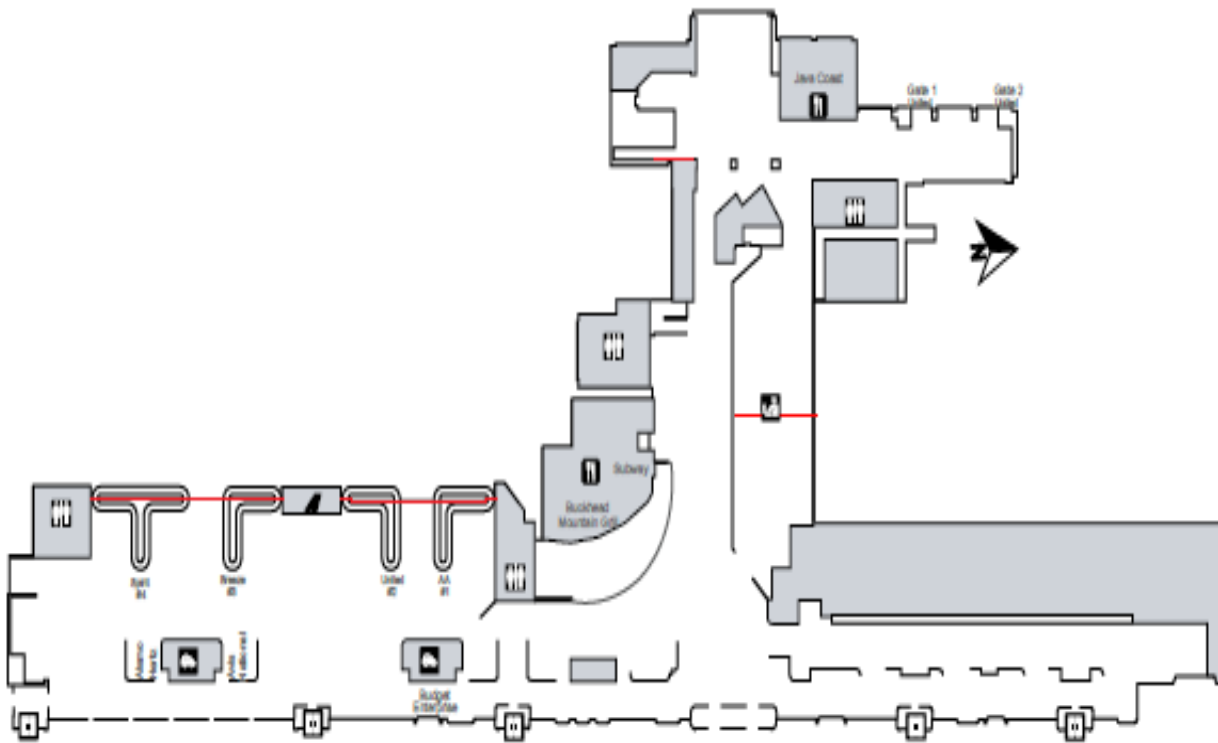
If there are no deviations or Exceptions to any portion of this RFP, then Proposers must state that on the Exceptions page. If no deviations are identified, and the ACRAA accepts the Proposer's Proposal, then Proposer must conform to all specified requirements.

SECTION V AKRON-CANTON REGIONAL AIRPORT AUTHORITY RESERVATIONS

- A. The ACRAA reserves the right to award agreements based on the proposals submitted and/or negotiate with Proposers to modify the successful proposals at the ACRAA's option. By submitting its Proposal, the Proposer agrees to be legally bound if the ACRAA accepts its Proposal. The ACRAA reserves the right to reject any or all proposals, waive any minor irregularities, informalities, or discrepancies, and award the Agreement to the Proposer best meeting the needs of the Akron-Canton Airport as determined by the ACRAA.
- B. The ACRAA will not be obligated to respond to any proposal submitted, nor shall it be legally bound in any manner whatsoever by the receipt of a proposal.
- C. Each Proposer must carefully examine the RFP and related documents and plans concerning the concession areas and CAK facilities. Each Proposer must judge for itself the completeness of all conditions and circumstances in the RFP for this Concession. Failure on the part of any Proposer to make such examination and thoroughly investigate the RFP and related documents will not constitute grounds for a declaration by a Proposer that it did not understand the conditions with respect to its Proposal.
- D. Any and all agreements arising out of proposals submitted (including any negotiations that follow) will not be binding on the Akron-Canton Regional Airport Authority, its officers, employees, or agents unless duly executed by the President and CEO or designee following approval by the ACRAA Board.
- E. Statistical information contained in these documents is for informational purposes only. The ACRAA is not responsible for any inaccuracies or interpretations of this data. The ACRAA makes no representations as to future enplanements, revenues, or delivery volumes.

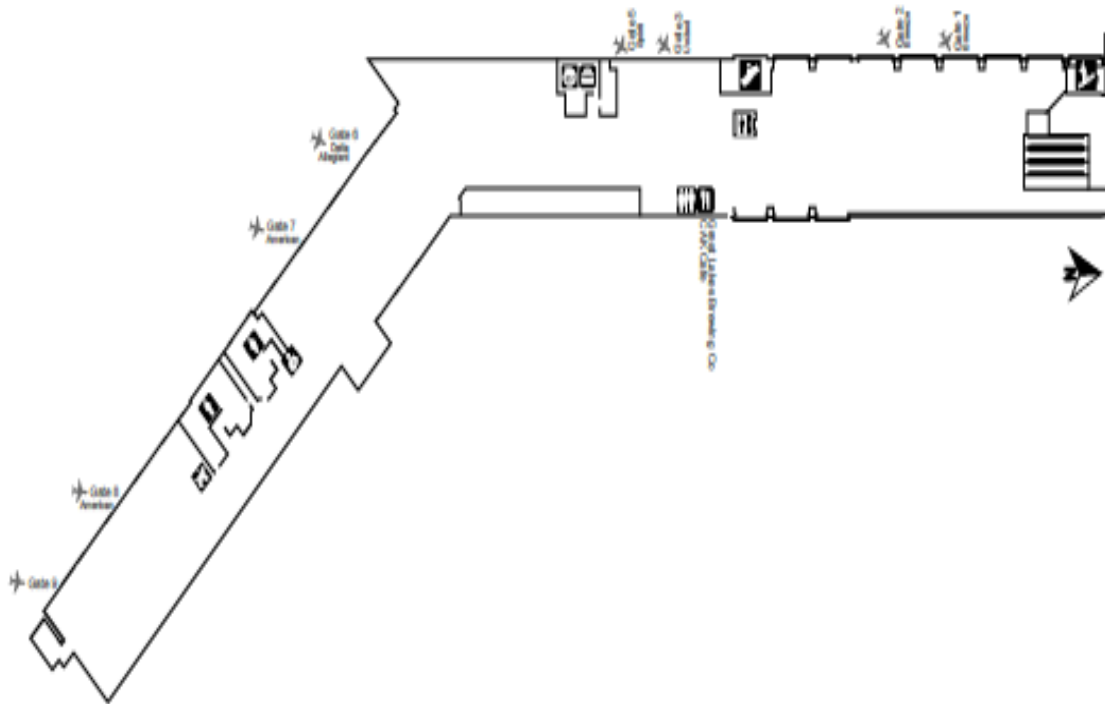
- F. The ACRAA reserves the right to postpone the proposal submittal due date and/or agreement start dates.
 - G. Should the successful Proposer fail to execute and deliver the Agreement within the thirty (30) day time period as referenced in Section IV.A.6., the ACRAA is free to negotiate an agreement with the next best Proposer.
 - H. Available ACRAA reports are provided as a convenience to the Proposer without any warranty whatsoever by the ACRAA. The Proposer must make its own conclusions and interpretations from the data supplied by the ACRAA and from information available from other sources.
 - I. The ACRAA's selection of a successful Proposer, either from among the Proposers responding to this RFP or otherwise, as herein set forth, will be made solely at its discretion regardless of the data submitted by any Proposer. The Review Team and the ACRAA will evaluate the criteria listed and other factors as it considers appropriate. The ACRAA may consult all personal, business, and financial references familiar with Proposer's prior operations and management of prior projects. Submission of Proposer's response to the RFP will constitute permission for the ACRAA to make such inquiries and authorization to third parties to respond thereto.
 - J. All proposals received shall become the ACRAA's property and will not be returned. The ACRAA reserves the right to retain or discard proposals following the conclusion of this RFP process.
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EXHIBIT B - TERMINAL ADVERTISING LOCATIONS



Akron-Canton Airport • CAK • Lower Level

EXHIBIT B (CON'T.) - TERMINAL ADVERTISING LOCATIONS



Akron-Canton Airport • CAK • Upper Level

EXHIBIT C — PROPOSAL EVALUATION FORM

Proposal Evaluation Form			
Project name: _____	Evaluator's name: _____		
Proposer's name: _____	Evaluation date: _____		
A. Technical Proposal Evaluation (140 Points)			
Criteria	Description	Range	Score
Proposed Staffing	Implementation plan, staff availability, and flexibility to schedule changes	0-20	
Subcontracting plan	Prequalification plan, packaging plan / self-performance, design-assist strategies	0-10	
ACDBE Plan	Outreach plan, demonstrated services participation, professional service goal	0-5	
Estimating strategies	Use of estimating & marketing pricing, design-assist proposals	0-10	
Procurement strategies	Environmental plan, long-lead strategies, support of airport objectives	0-10	
Program Transition Plan	Efforts to work with current concessionaire to ensure seamless transition, analysis, photos, draft/final report	0-25	
Value Added Suggestions	Alternates, benefits	0-5	
Schedule	Baseline / alternate schedule(s), phasing / procurement plan(s), milestones / activities	0-20	
Quality Assurance / Quality Control Plan	Environmental analysis, estimating & scheduling	0-5	
Unique challenges & solutions	Project / scope characteristics, budget / schedule characteristics, quality / process characteristics	0-5	
Financials	Financials & legal background, financial offer	0-25	
Total Qualifications Score			