



RFQ/P #26-172

March 26, 2026

Airport Marketing Agency

For

Augusta-Richmond County (herein "Augusta")
On behalf of the Augusta Regional Airport
Located at 1501 Aviation Way, GA 30906

RFQ/P Due: Tuesday, May 5, 2026 @ 11:00 a.m.

**One Original and One Electronic Version of ITB
on a USB Drive shall be submitted**

**Andy Penick
Procurement Director
535 Telfair Street, Suite 605
Augusta, Georgia 30901**

Request for Qualification and Proposal

Sealed proposal will be received at this office until **Tuesday, May 5, 2026 @ 11:00 a.m.** RFQ/P openings are open to the public in the Procurement Department located at 535 Telfair Steet, Suite 605, Augusta, GA 30901 and via Teams: Meeting ID: 282 428 009 397 32; Passcode: VN3z8GZ9 for furnishing:

RFQ/P #26-172 Airport Marketing Agency for Augusta-Richmond County (herein "Augusta") Augusta Regional Airport

No proposals will be accepted by email. All submittals must be received during our normal office hours from 8:30 a.m. to 5:00 p.m., Monday through Friday. No proposals may be withdrawn for a period of ninety (90) days after proposals have been opened, pending the execution of contract with the successful vendor.

RFQ/P/Q documents, and all Addenda, may be viewed on the Augusta, Georgia website under the Procurement Department ARCBid menu (<http://appweb2.augustaga.gov/NewARCBid/ARCBid.html>), Euna OpenBids (<https://network.demandstar.com>) and DemandStar™ website located at <https://network.demandstar.com>. Bidders must mark the ITB number on the outside of the submittal envelope. Addenda will also be posted on the above listed website.

Pre-qualification/proposal conference will be held on **Monday, April 20, 2026 @ 11:00 a.m.** via Teams; Meeting ID: 274 865 664 903 90; Passcode: 9ya9tm9Y.

All request for clarifications or interpretations must for this proposal must be submitted in writing by electronic email to procbidandcontract@augustaga.gov to the Procurement Department on or before the close of business **Tuesday, April 21, 2026 @ 5:00 P.M.**

Questions, request for clarifications or interpretations regarding this proposal must be submitted to the Procurement Department:

Augusta Procurement Department
Attn: Ms. Tywana Scott
535 Telfair Street - Room 605
Augusta, Georgia 30901
Phone: 706-821-2422
Email: procbidandcontract@augustaga.gov

Bidders are cautioned that acquisition of the proposal documents through any source other than the office of the Procurement Department is not advisable. Acquisition of proposal documents from unauthorized sources placed the bidder at the risk of receiving incomplete or inaccurate information upon which to base his qualifications.

No proposals will be accepted by email; all proposal must be received by mail or hand delivered.

Publish:

Augusta Chronicle March 26, 2026 and April 2, 9, 16, 2026

PROCUREMENT DEPARTMENT

ELECTRONIC TEAMS INFORMATION

The Augusta, Georgia Procurement Department conducts Public RFQ/P Pre-Proposal Conferences and Openings to award quality contracts for Augusta. Proposers may participate in our Public RFQ/P Pre-Proposal Conferences and Openings via webcast or teleconference by following the instructions outlined below:

ELECTRONIC RFQ/P INSTRUCTIONS

RFQ/P # 26-172 Pre-Qualification Conference
Airport Marketing Agency for
Augusta-Richmond County (herein "Augusta")
Augusta Regional Airport

Monday, April 20, 2026 @ 11:00 a.m.

TEAMS RFQ/P Pre-Qualification Conference:

1. Go to <https://www.microsoft.com/en-us/microsoft-teams/join-a-meeting> and enter meeting ID: 274 865 664 903 90
2. Passcode: 9ya9tm9Y

RFQ/P # 26-172 Opening
Airport Marketing Agency for
Augusta-Richmond County (herein "Augusta")
Augusta Regional Airport

Bid openings are open to the public in the Procurement Department located at 535 Telfair Steet, Suite 605, Augusta, GA 30901

Tuesday, May 5, 2026 @ 11:00 a.m.

TEAMS RFQ/P Opening:

3. Go to <https://www.microsoft.com/en-us/microsoft-teams/join-a-meeting> and enter meeting ID: 282 428 009 397 32
4. Passcode: VN3z8GZ9

For Assistance: Please Contact the Bid and Contract Team at (706) 821-2422

INSTRUCTIONS TO SUBMIT

INSTRUCTIONS TO SUBMIT

- 1.1 Purpose: The purpose of this document is to provide general and specific information for use by vendors in submitting a proposal to supply Augusta, Georgia with equipment, supplies, and or services as listed above. All proposals are governed by the Augusta, Georgia Code.
- 1.2 Viewing the Augusta Code: All proposals are governed and awarded in accordance with the applicable federal and state regulations and the Augusta, Georgia Code. To view the Code visit Augusta's website at www.augustaga.gov or <http://www.augustaga.gov/index.aspx?NID=685> Guidelines & Procedures.
- 1.3 Compliance with laws: The Bidder shall obtain and maintain all licenses, permits, liability insurance, workman's compensation insurance and comply with any and all other standards or regulations required by federal, state or Augusta, Georgia statute, ordinances and rules during the performance of any contract between the Bidder and Augusta, Georgia. Any such requirement specifically set forth in any contract document between the Bidder and Augusta, Georgia shall be supplementary to this section and not in substitution thereof.
- 1.4 Bids For All Or Part: Unless otherwise specified, County reserves The Right To make an award(s) for all Items, or categories, or specific line items, to one or more bidders. Bidder may restrict their bid to consideration in the aggregate by so stating but must name a unit price on each item submitted upon.
- 1.5 All protests shall be made in writing to:

Attn: Andy Penick,
Procurement Director
535 Telfair Street, Suite 605
Augusta, GA 30901
Email:procbidandcontract@augustaga.gov
- 1.6 Augusta, Georgia License Requirement: For further information contact the License and Inspection Department @ 706 312-5050.

General Contractors License Number: If applicable, in accordance with O.C.G.A. §43-41, or be subjected to penalties as may be required by law.

Utility Contractor License Number: If applicable, in accordance with O.C.G.A. §43-14, or be subjected to penalties as may be required by law.
- 1.7 Terms of Contract: (Check where applicable)
[] (A) Annual Contract
[] (B) One time Purchase
[X] (C) Other

Revised: 11/24/2025



NOTICE TO ALL VENDORS

ADHERE TO THE BELOW INSTRUCTIONS AND DO NOT SUBSTITUTE FORMS

PLEASE READ CAREFULLY:

Exhibit A is a consolidated document consisting of:

1. Business License Number Requirement (must be provided)
2. Acknowledgement of Addenda (must be acknowledged, if any)
3. Statement of Non-Discrimination
4. Non-Collusion Affidavit of Prime Bidder/Offeror
5. Conflict of Interest
6. Contractor Affidavit and Agreement (E-Verify User ID Number must be provided)

Exhibit A Must be Notarized & Two (2) Pages Must be returned with your submittal.

Business License Requirement: Bidder must be licensed in the Governmental entity for where they do the majority of their business. Your **company's business license number must** be provided. If your Governmental entity (State or Local) does not require a business license, your company will be required to obtain an Augusta-Richmond County business license if awarded a contract. For further information contact the License and Inspection Department @ 706 312-5050.

Acknowledgement of Addenda: You Must acknowledge all Addenda. See Page 1 of Exhibit A.

E-Verify * User Identification Number (Company I.D.): Vendor must provide the E-Verify affidavit with their bid.

The city, each contractor, and each subcontractor have different roles and responsibilities in the E-Verify process. The city collects E-Verify affidavits from the contractor. The contractor collects E-Verify affidavits from its subcontractors. The subcontractors collect E-Verify affidavits from its sub-subcontractors. Independent contractors (those with no employees) do not need to supply E-Verify information. Instead, they will provide a driver's license or state identification card from states on the "compliant" list created by the Georgia Attorney General. Those contractors and subcontractors that fill out the affidavits are responsible for the accuracy of the information. The city does not need to confirm that the E-Verify information is correct. The liability for incorrect information is on the contractor or subcontractor. NOTE: The authorization date can be found within the Memorandum of Understanding (MOU).

Affidavit Verifying Status for Augusta Benefit Application (Systematic Alien Verification for Entitlements Program) (Must Be Returned With Your Submittal)

The successful vendor will submit the following forms to the Procurement Department no later than five (5) days after receiving the "Letter of Recommendation" (Vendor's letter will denote the date forms are to be received)

1. Georgia Security and Immigration Subcontractor Affidavit
2. Non-Collusion Affidavit of Sub-Contractor
3. E-Verify MOU (Memorandum of Understanding)



Exhibit A

Augusta, Georgia Procurement Department

ATTN: Procurement Director

535 Telfair Street, Suite 605

Augusta, Georgia 30901

Name of Bidder: _____

Street Address: _____

City, State, Zip Code: _____

Phone: _____ Email: _____

Where/How did you hear about this solicitation? _____

Attach a copy of your Business License and your General Contractor License.

If applicable, provide a copy of the following:

Utility Contractors License - MUST BE LISTED ON FRONT OF ENVELOPE

Acknowledgement of Addenda: (#1) ____: (#2) ____: (#3) ____: (#4) ____: (#5) ____: (#6) ____: (#7) ____: (#8) ____:

NOTE: CHECK APPROPRIATE BOX (ES) - ADD ADDITIONAL NUMBERS AS APPLICABLE

Statement of Non-Discrimination

The undersigned understands that it is the policy of Augusta, Georgia to promote full and equal business opportunity for all persons doing business with Augusta, Georgia. The undersigned covenants that we have not discriminated, on the basis of race, religion, gender, national origin, or ethnicity, with regard to prime contracting, subcontracting, or partnering opportunities.

The undersigned covenants and agrees to make good faith efforts to ensure maximum practicable participation of local small businesses on the proposal or contract awarded by Augusta, Georgia. The undersigned further covenants that we have completed truthfully and fully the required forms regarding good faith efforts and local small business subcontractor/supplier utilization.

The undersigned further covenants and agrees not to engage in discriminatory conduct of any type against local small businesses, in conformity with Augusta, Georgia's Local Small Business Opportunity Program. Set forth below is the signature of an officer of the proposer/contracting entity with the authority to bind the entity.

The undersigned acknowledge and warrant that this Company has been made aware of understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this Company; That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption;

That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this Company may hereafter obtain and;

That the failure of this Company to satisfactorily discharge any of the promises of nondiscrimination as made and set forth herein shall constitute a material breach of contract entitling Augusta, Georgia to declare the contract in default and to exercise any and all applicable rights remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and or forfeiture of compensation due and owing on a contract.

Non-Collusion of Prime Bidder

By submission of a proposal, the vendor certifies, under penalty of perjury, that to the best of its knowledge and belief:

(a) The prices in the proposal have been arrived at independently without collusion, consultation, communications, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.

(b) Unless otherwise required by law, the prices which have been quoted in the proposal have not been knowingly disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or to any competitor.

(c) No attempt has been made, or will be made, by the vendor to induce any other person, partnership, or corporation to submit or not to submit a proposal for the purpose of restricting competition. Collusions and fraud in proposal preparation shall be reported to the State of Georgia Attorney General and the United States Justice Department.

Conflict of Interest

By submission of a bid, the responding firm certifies, under penalty of perjury, that to the best of its knowledge and belief:

1. No circumstances exist which cause a Conflict of Interest in performing the services required by this BID, and

2. That no employee of the County, nor any member thereof, nor any public agency or official affected by this BID, has any pecuniary interest in the business of the responding firm or his sub-consultant(s) has any interest that would conflict in any manner or degree with the performance related to this BID. By submission of a bid, the vendor certifies under penalty of perjury, that to the best of its knowledge and belief:

- (a) The prices in the bid have been arrived at independently without collusion, consultation, communications, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other vendor or with any competitor.
- (b) Unless otherwise required by law, the prices which have been quoted in the bid have not knowingly been disclosed by the vendor prior to opening, directly or indirectly, to any other vendor or competitor.
- (c) No attempt has been made, or will be made, by the vendor to induce any other person, partnership, or cooperation to submit or not to submit a bid for the purpose of restricting competition. For any breach or violation of this provision, the County shall have the right to terminate any related contract or agreement without liability and at its discretion to deduct from the price, or otherwise recover, the full amount of such fee, commission, percentage, gift, payment, or consideration.

Contractor Affidavit and Agreement: Contractor Affidavit under O.C.G.A. § 13-10-91(b) (I)

GEORGIA E-Verify and Public Contracts: The Georgia E-Verify law requires contractors and all sub-contractors on Georgia public contract (contracts with a government agency) for the physical performance of services **over \$2,499 in value to enroll in E-Verify, regardless of the number of employees.** They may be exempt from this requirement if they have no employees and do not plan to hire employees for the purpose of completing any part of the public contract. Certain professions are also exempt. All requests for proposals issued by a city must include the contractor affidavit as part of the requirement for their bid to be considered.

The undersigned contractor ("Contractor") executes this Affidavit to comply with O.C.G.A § 13-10-91 related to any contract to which Contractor is a party that is subject to O.C.G.A. § 13-10-91 and hereby verifies its compliance with O.C.G.A. § 13-10-91, attesting as follows:

- a) The Contractor has registered with, is authorized to use, and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program;
- b) The Contractor will continue to use the federal work authorization program throughout the contract period, including any renewal or extension thereof;
- c) The Contractor will notify the public employer in the event the Contractor ceases to utilize the federal work authorization program during the contract period, including renewals or extensions thereof;
- d) The Contractor understands that ceasing to utilize the federal work authorization program constitutes a material breach of Contract;
- e) The Contractor will contract for the performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the Contractor with the information required by O.C.G.A. § 13-10-91 (a), (b), and (c);
- f) The Contractor acknowledges and agrees that this Affidavit shall be incorporated into any contract(s) subject to the provisions of O.C.G.A. § 13-10- 91 for the project listed below to which Contractor is a party after the date hereof without further action or consent by Contractor; and
- g) Contractor acknowledges its responsibility to submit copies of any affidavits, drivers' licenses, and identification cards required pursuant to O.C.G.A. § 13-10-91 to the public employer within five business days of receipt.

Georgia Law requires your company to have an E-Verify*User Identification Number (Company I.D.) on or after July 1, 2009.

For additional information or to enroll your company, visit the **State of Georgia** website:

<https://e-verify.uscis.gov/enroll/> and/or http://www.dol.state.ga.us/pdf/rules/300_10_1.pdf

Federal Work Authorization User Identification Number: E-VERIFY REQUIRED FOR ALL CONTRACTS OVER \$2,499.00

**** (E-Verify Number)** _____

Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____ (City), _____ (State).

Signature of Authorized Officer or Agent
NOTARY COMMISSIONING

Printed Name and Title of Authorized Officer or Agent

Subscribed and sworn before me on this _____ **day of** _____, 20____

Notary Public

My Commission Expires:

NOTARY SEAL

The undersigned further agrees to submit a notarized copy of Exhibit A, and any required documentation noted as part of the Augusta, Georgia Board of Commissions specifications which govern this process. In addition, the undersigned agrees to submit all required forms for any subcontractor(s) as requested and or required. **I further understand that my submittal will be deemed non-compliant if any part of this process is violated.**

You Must Complete and Return the two (2) pages of Exhibit A with Your Submittal. Document Must Be Notarized.



Systematic Alien Verification for Entitlements (SAVE) Program

Affidavit Verifying Status for Augusta, Georgia Benefit Application By executing this affidavit under oath, as an applicant for an Augusta, Georgia Business License or Occupation Tax Certificate, Alcohol License, Taxi Permit, Contract or other public benefit as reference in O.C.G.A. Section 50-36-1, I am stating the following with respect to my proposal for an Augusta, Georgia contract for

[RFQ/P Project Number and Project Name]

[Print/Type: Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

[Print/Type: Name of business, corporation, partnership, or other private entity]

- 1.) _____ I am a citizen of the United States.
- 2.) _____ I am a legal permanent resident 18 years of age or older.
- 3.) _____ I am an otherwise qualified alien (8 § USC 1641) or nonimmigrant under the Federal Immigration and Nationality Act (8 USC 1101 *et seq.*) 18 years of age or older and lawfully present in the United States.*

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of Code Section 16-10-20 of the Official Code of Georgia.

Signature of Applicant

Printed Name

*Alien Registration Number for Non-Citizens

NOTARY COMMISSIONING

Subscribed and sworn before me on this _____ day of _____, 20_____

Notary Public

My Commission Expires: _____

NOTARY SEAL

THIS FORM MUST BE COMPLETED, NOTORIZED AND RETURNED WITH YOUR SUBMITTAL



**TRADE SECRET STATUS AFFIDAVIT
Augusta, Georgia**

All documents, data, letters and generated information received by Augusta, Georgia constitutes a "public record" and is subject to disclosure under the Georgia Open Records Act ("GORA"). O.C.G.A. § 50-18-70 et seq. However, pursuant to O.C.G.A. § 50-18-72(a)(34), "[an] entity submitting records containing trade secrets that wishes to keep such records confidential under this paragraph shall submit and attach to the records an affidavit affirmatively declaring that specific information in the records constitute trade secrets pursuant to Article 27 of Chapter 1 of Title 10 [O.C.G.A. § 10-1-760 et seq.]."

O.C.G.A. § 10-1-761(4) defines "Trade secret" as "...information, without regard to form, including, but not limited to, technical or nontechnical data, a formula, a pattern, a compilation, a program, a device, a method, a technique, a drawing, a process, financial data, financial plans, product plans, or a list of actual or potential customers or suppliers which is not commonly known by or available to the public and which information:

- A. Derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use; and
- B. Is the subject of efforts that are reasonable under the circumstances to maintain its secrecy."

Therefore, the records listed below and attached hereto, that were submitted with _____ response to Augusta, Georgia Request for Proposal, Request for Quote, or Request for Qualified Contractor _____ are marked confidential pursuant to O.C.G.A. § 10-1-761(4):

- (List specific information that the supplier wishes to withhold and how that information constitutes a trade secret)
- Additional trade secret information requested to be withheld
- **Your company is requested to send a redacted copy of your submittal.**

Under penalty of perjury, acknowledging that O.C.G.A. §16-10-71 provides a penalty of a fine of up to \$1,000 and potential imprisonment of one to five years, I attest that the specific information in the records listed above constitutes trade secrets pursuant to O.C.G.A. § 10-1-761(4), and request that Augusta, Georgia not disclose this protected information under the Georgia Open Records Act ("GORA").

Signature:

[Signatory Name in Print]

[Signatory's Title] [Company Name]

Date: _____

[Signatory's Title]

NOTARY COMMISSIONING

Subscribed and sworn before me on this _____ day of _____, 20_____

Notary Public

My Commission Expires: _____

NOTARY SEAL

RETURN FORM ONLY IF APPLICABLE.

Revised 11/24/2025

SECTION I INSTRUCTION TO PROPOSERS

Augusta, Georgia, is soliciting statement of qualifications and proposals from qualified firms interested in supplying services as the Airport Marketing Agency for the Augusta Regional Airport. Your submittal should respond to and be based on the information included in this Request for Qualification and Proposal.

Responses will be received in the office of the Director of Procurement at 535 Telfair Street, Suite 605, Augusta, GA 30901 until **Tuesday, May 5, 2026 @ 11:00 a.m.** The RFQ/P must be submitted in a sealed package and labeled with firm's name and the name of the project - RFQ/P Item #26-172 Airport Marketing Agency for Augusta Regional Airport. You are required to submit one (1) marked unbound original, one (1) electronic copy of your RFQ/P.

RFQ/P opening will and will be opened publicly. Opening can be viewed via TEAMS Meeting ID: 282 428 009 397 32; Passcode: VN3z8GZ9.

No RFQ/P will be accepted by email; all bids must be received by mail or hand delivered. If RFQ/P is forwarded by mail or other second party delivery, the sealed envelope containing the submittal must be enclosed in an envelope addressed to:

Andy Penick, Procurement Director
Augusta Procurement Department
535 Telfair Street - Suite 605
Augusta, Georgia 30901

All submittals must be received during our normal office hours from 8:30 a.m. to 5:00 p.m., Monday through Friday.

All vendors responding are cautioned to read this RFQ/P carefully for understanding and request clarification from Augusta, Georgia on any questions pertaining to this RFQ/P. The Proposer should examine all documents and requirements of the services requested to become fully informed. Failure to examine these areas will not relieve the successful Proposer of its obligation to furnish all products and services necessary to carry out the provisions of the contract. After RFQ/Ps have been submitted, the vendor shall not assert that there was a misunderstanding concerning the quantities of work or of the nature of the work to be done.

Pre-qualification/proposal conference will be held on **Monday, April 20, 2026 @ 11:00 a.m. via Teams; Meeting ID: at 3 Meeting ID: 274 865 664 903 90; Passcode: 9ya9tm9Y.**

All questions must be submitted in writing by email to procbidandcontract@augustaga.gov to the office of the Procurement Department by **Tuesday, April 21, 2026 @ 5:00 P.M.** Issues and responses addressed in any other manner will not be considered valid or binding in consideration of proposals or any subsequent contract negotiations.

Augusta will respond to any Proposer's questions received in compliance with the above schedule. All relevant and significant questions that have been submitted in writing prior to the deadline will be compiled, and answers will be posted by addendum and emailed to Proposers. Failure to provide all of the requested information may cause the proposal to be rejected as non-responsive.

Interested and qualified firm(s) and/or party(ies) are requested to make a response to accomplish the Scope of Services described herein. The response is to be signed by a duly authorized official of the firm and must be submitted in the time, manner, and form prescribed. For a proposal to be considered it must remain valid for at least 90 days after RFQ/Ps have been opened, pending

the execution of contract with the successful vendor.

If an award of contract is awarded as a result of this solicitation, the contract will be made on the basis of the response which best satisfies the intent of this RFQ/P and other factors considered in the best interest of the Owner. Negotiations may be undertaken with the firm whose proposal shows them to be the most qualified, responsible, and capable of performing the work. In addition to cost, the Owner will consider professional qualifications and related experience to determine which proposal would be in the Owner's best interest if a contract were made.

Additionally, appropriate professional registration and significant prior experience in projects of similar scope are considered minimal qualifications.

The Owner reserves the right to consider proposals or modification thereof received at any time before the award is made, if such action is in the interest of the Owner.

The Owner reserves the right to reject any or all proposals received as the result of this RFQ/P. The Owner also maintains the right to negotiate with any firm, as necessary, to serve the best interests of the Owner. The Owner will not be liable for any costs incurred by any firm prior to the execution of a contract and approval by the Board of Commissioners. Costs incurred in responding to the request for qualifications are the Proposer's alone and the Owner does not accept liability for any such costs.

Services must be provided by experienced personnel. Any subconsultants/contractors the proponent will be using to perform any part of the requested service shall be evaluated on the same criteria.

It is the responsibility of the Proposers to examine the entire RFQ/P, seek clarification in writing, and review their qualifications for accuracy before submitting a response. Once the deadline has passed, all submittals will be final. The Owner reserves the right to ask for additional information from all parties that have submitted qualifications.

No proposal may be withdrawn for a period of ninety (90) days after proposal have been opened, pending the execution of contract with the successful bidder. Selection shall not be based solely upon the fee proposal; however, the fee and maximum overhead proposals shall be a factor in the final selection. The Owner reserves the right, in its sole discretion, to reject any or all proposals, re-solicit proposals (including a change in the method of project delivery), or terminate the project.

The Owner is not obligated to request clarifications or additional information but may do so at its discretion. The Owner reserves the right to extend the deadline for submittals.

Upon receipt of a proposal by the Owner, the proposal shall become the property of the Owner without compensation to the Proposer, for disposition or usage by the Owner at its discretion. The details of the proposal documents will remain confidential until final award. See Trade Secret Affidavit (Page 9).

SECTION II SCOPE OF SERVICES:

Augusta, Georgia owner of the Augusta Regional Airport at Bush Field (hereinafter "Airport") is soliciting proposals to retain the services of a full service marketing firm or marketing agency that can provide strategic marketing and advertising services, carry out market research, advise and assist in developing an annual comprehensive integrated marketing strategy and produce a multi-faceted advertising/marketing campaign(s) to support the mission and objectives of the Airport and Augusta Aviation Commission.

The terms of the contract will be for a one (1) year period. The contract automatically renews for four (4) additional one (1) year terms upon mutual consent of both parties with all terms and conditions remaining the same.

1.1 General Information.

The Airport is located in Augusta, Georgia and is operated by the Augusta Aviation Commission for Augusta-Richmond County. The Airport is a full-service commercial airport and also provides a Fixed Based Operator to our general aviation customers. The commercial side of the Airport consists of a commercial passenger terminal that was completed in 2008 and has since acquired additional gate space, passenger boarding bridges, and currently embarking on additional amenity centric projects. The MSA population currently is approximately 636,000 residents with the boarder CSRA region approaching 770,000 residents. The Airport's marketing goal is to establish itself as the preferred air travel gateway for the CSRA.

1.2 AGS AT A GLANCE

The Airport is served by the following scheduled certificated carriers:

Delta Air Lines with service to ATL

American Airlines with service to CLT, DCA, & DWF.

Annual Enplanements per Calendar year:

2019	339,925
2020	160,403
2021	261,301
2022	282,724
2023	297,183
2024	309,484
2025	328,597

Performance related data should not be construed as a guarantee of future activities at AGS.

1.3 SCOPE OF AIRPORT MARKETING PROGRAM

The Airport is seeking proposals that demonstrate the proposer's experience, strategic insight, and professional judgement in identifying the most effective means of achieving the objectives of this program. Proponents are encouraged to be creative, innovative, and data-driven in proposing a marketing program that best meets the needs and objectives of the Airport.

It is the mission of the Airport to provide superior and safe airport facilities and create opportunity through value-driven airport services. Through reliable operations, quality service delivery, competitive air service options, and a safe and secure environment, the Airport is committed to serving the flying public while strengthening the economic vitality and quality of life within the CSRA.

The Airport is seeking a firm that has significant experience marketing organizations similar to the economic gateway that is Augusta Regional Airport.

1.4 PROJECT OBJECTIVES

The Airport is looking for a strategic partner with extensive knowledge of marketing and advertising in general, and experience in the CSRA and southeast that will provide:

- 1.4.1 Development and implement an integrated marketing program that will focus on execution rather than studies and reports. The program might include, but not be limited to the development of: detailed annual media plan, public relations campaign, multi media advertising (design, produce, and buy), event planning, and direct marketing.
- 1.4.2 Provide strategic consultation and creative support in order to reinforce the Airport's brand positioning, and to respond quickly to market opportunities, including changes in fares, air service, or economic development initiatives.
- 1.4.3 Research, identify, and support strategic alliance and partnerships opportunities to expand the Airport's business partner base in support of air service development, passenger growth, and regional economic development.

1.5 Other Terms and Conditions:

- 1.5.1 Augusta Regional Airport is a non-smoking facility.
- 1.5.2 Proponent shall adhere to all rules and regulations of the Airport, particularly with regard to safety and security matters.
- 1.5.3 Outstanding Claims and Litigation. Proponents must not have any past due amounts or arrearages on any contract, including but not limited to current concessions contracts, with Augusta or the Airport.

1.6 Evaluation of Proposals

All proposals received by the specified deadline will be reviewed by an Evaluation Committee. After initial screening, the Evaluation Committee may select those Proponents deemed most qualified for this opportunity for further evaluation and interviews as part of the final selection process. Proponents are advised that Augusta, at its option, may award a contract strictly on the basis of the information contained in the proposals. The Proponent(s) selected by the Evaluation Committee will be recommended to the Augusta Aviation Commission as the party (ies) with whom to enter into a contract, but the Augusta Aviation Commission is not bound to accept the recommendation or award the contract to the recommended proponent(s). It is Augusta's intent to award the contract to the most qualified and responsible proponent(s) who provides the best overall proposal(s) in Augusta's sole discretion. Augusta reserves the right to award more than one contract. The minimum requirements to successfully meet the Airport needs include, but is not limited to:

The minimum requirements to successfully meet the Airport needs include, but is not limited to:

- 1.6.1 Completeness of the proposal.
- 1.6.2 Minimum of five (5) years of demonstrated experience in media planning and buying, development of strategic advertising plans, design of creative concepts and materials to implement those plans, and producing or coordinating the production of the advertising for a business or organization comparable in size and scope to the Augusta Regional Airport. Proponent must have access to an industry accepted audience ratings service, which can provide justification for advertising buys and expenditures.
- 1.6.3 Proponent's financial capability, responsibility and resources. The Proponent must provide financial data demonstrating the ability to perform the services hereunder and regarding its current or past business ventures. Such financial data may be in the form of audited or unaudited financial statements, income statements, or balance sheets.

THE FINANCIAL REQUIREMENT IS PART OF THE EVALUATION. Firms may mark the material CONFIDENTIAL; HOWEVER, IT IS REQUIRED TO BE SUBMITTED WITH YOUR ORIGINAL PROPOSAL.
- 1.6.4 Proponent's reputation and character. Please provide the names, addresses and telephone numbers for three business references.
- 1.6.5 Any other factors the Evaluation Committee deems relevant, including, but not limited to:
 - a) The ability, capacity, and skill of the proponent to perform the contract or provide the services required;
 - b) The capability of the proponent to perform the contract or provide the service promptly or within the time specified, without delay or interference;
 - c) The character, integrity, reputation, judgment, experience, and efficiency of the proponent;
 - d) The quality of performance on previous contracts;
 - e) The previous and existing compliance by the proponent with laws and ordinances relating to the contract or services;
 - f) The sufficiency of the financial resources of the proponent relating to his ability to perform the contract; and
 - g) The quality, availability, and adaptability of the supplies or services to the particular use required.
- 1.6.6 Minimum of five (5) years of experience in marketing commercial entities preferably in the CSRA.

- 1.6.7 Strong understanding of design, branding, and positioning of the Airport including the challenges and opportunities that face the Airport. Ability to develop and execute a comprehensive marketing, branding, and communications strategy that leverages the Airport's strengths.
- 1.6.8 Proven record in facilitating and designing strategic plans.
- 1.6.9 Comprehensive resources in the areas of experience, expertise, creative talent and manpower.
- 1.6.10 Augusta may, during the evaluation process, request from any Proponent additional information, which Augusta deems necessary to determine the Proponent's ability to perform the required services. If such information is requested, the Proponent may be permitted up to five (5) working days to submit the information requested.
- 1.6.11 Augusta may also request clarification from a Proponent on any item. Augusta reserves the right to select the Proposal which in its sole judgment best meets the needs of the Airport.
- 1.6.12 All Proponents responding to this RFQ/P will be notified of their selection or non-selection in writing after the Evaluation Committee has completed the selection process.
- 1.6.13 No Aviation Commissioner or employees will participate in the selection process when such person has a relationship with a person or business entity submitting a proposal. Any person or business entity submitting a proposal who has such a relationship with a Commissioner or employee who may be involved in the selection process shall advise the Airport of the same.
- 1.6.14 Any person or business entity which engages in practices which might result in unlawful activity relating to the selection process including, but not limited to, kickbacks or other unlawful consideration paid to any Commissioner or employee, shall be disqualified from the selection process.
- 1.6.15 Solicitation Caveat: The issuance of this solicitation does not constitute an award commitment on the part of Augusta, and Augusta shall not pay for costs incurred in the preparation or submission of Proposals. Augusta reserves the right to reject any or all proposals or portions thereof if Augusta determines that it is in the best interest of Augusta to do so.
- 1.6.16 Failure to furnish all information requested or to follow the format requested herein, or the submission of false information may disqualify the Proponent, at the sole discretion of Augusta. Augusta may waive any deviation in a proposal. Augusta's waiver of a deviation shall in no way modify the RFQ/P requirements nor excuse the successful Proponent from full compliance with any resultant agreement requirements or obligations.
- 1.6.17 Time: Time is of the essence.
- 1.6.18 Form of Agreement: No agreement with Augusta is in effect until a contract has been signed by both parties. A contract will be drafted after the selection of a Proponent which shall incorporate the proposal documents submitted and such

additional terms and conditions as negotiated between the parties. Such agreement shall also contain Augusta's required contract terms and conditions.

1.6.19 **Statutes and Rules:** The terms and conditions of this RFQ/P, and the contract signed by the successful Proponent, shall conform to all applicable statutes, rules and regulations of the federal government, the State of Georgia, Augusta and the Airport.

1.6.20 Price and/or fees shall not be the driving factor in the evaluation of this award and shall be considered as follows.

The Evaluation Committee shall take into account the estimated value, the scope, the complexity and the professional nature of the services to be rendered. See Section V for a copy of the weighted evaluation sheet.

Fee Proposal is to be submitted in a separately sealed envelope. Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFQ/P #26-172 Airport Marketing Agency.

SECTION III PROPOSAL INFORMATION AND REQUIREMENTS:

Responses should be submitted in the format outlined in this section. Augusta reserves the right to eliminate from further consideration any response that is deemed substantially or materially unresponsive to the requests for information contained in this section.

2.1 Business Address:

Proponents shall furnish their business street address. Any communications directed either to the address so given, and deposited in the U.S. Postal Service by Certified Mail, shall constitute a legal service thereof upon the Proponent.

2.2 Proposal Format and Contents:

For ease of review and to facilitate evaluation, the Proposals for this project should be organized and presented in the order requested as follows:

Cover Page: Indicate the name of the firm and that the RFQ/P is for the following:

PROPOSAL: "RFQ/P 26-172 Marketing Services for the Augusta Regional Airport"

Section I – Procurement Documents:

All documents required under the Augusta Procurement regulations and procedures, properly executed and notarized as required (**Exhibit A and Save Form**). The notary seal shall be visible on the original AND all copies.

Section II - Organizational Information:

Provide specific information concerning the firm in this section, including the legal name, address and telephone number of your company and the type of entity (sole proprietorship, partnership, or corporation and whether public or private). Include the name and telephone number of the person(s) in your company authorized to execute the proposed contract. If two or more firms are involved in a joint venture or association, the Proposal must clearly delineate the respective areas of authority and responsibility of each party. All parties signing the Agreement with the City must be individually liable

for complying with the terms of the contract even when the areas of responsibility under the terms of the joint venture or association are limited. All proposals submitted by a joint venture must name the lead agency who will act on behalf of the collaborating businesses.

Section III - Management Capabilities and Experience:

Provide specific information in this section concerning the Proponent's experience in providing the services specified in this RFQ/P. As a minimum requirement, Proponent must:

- 1) Briefly describe your knowledge and experience in the marketing industry
- 2) Briefly describe your knowledge and experience in marketing commercial properties/entities.
- 3) Briefly describe your knowledge and experience of the CSRA travel and tourism market.
- 4) Describe at least two documented successes (include at minimum one successful marketing plan for a business or organization similar in size and scope to the Augusta Regional Airport) in designing strategic plans. Include: plan objectives, tactics used to reach the objectives, results of the plan, dates, names, and telephone numbers of reference contacts.
- 5) Describe at least four documented successes (include at minimum one successful marketing strategy for a business or organization similar in size and scope to the Augusta Regional Airport) in designing and implementing an integrated marketing strategy with samples of produced work, dates, names, and telephone numbers of reference contacts.
- 6) Describe the ability of your firm to place the media buys for the airport, including providing reach and frequency reports (include a sample report) to Airport staff. Identify any family members that perform work or provide consulting services for any of the media outlets with which the Airport might place media buys.
- 7) Describe the overall comprehensive resources of your firm in the areas of experience, expertise, creative talent and manpower, including subcontractors or sub-consultants.
- 8) Provide resumes for the specific personnel/subcontractors who would actually perform the work for the Airport.
- 9) Describe how your firm will determine recommendations on placement and the system you will use to track budget expenditures.
- 10) Summarize why your firm is the best partner for the airport.
- 11) To avoid any conflicts of interest, list any other Georgia or South Carolina airports, Chambers of Commerce, Economic Development Agencies or travel and tourism firms you are working for now, or in the past year

NOTE: Failure to answer each of the above items completely and truthfully will result in the rejection of the submitted statement as non-responsive.

Section IV - Financial Information:

Provide financial information in the form of audited or unaudited financial statements, income statements or balance sheets on Proponent's current business and past business activities.

Provide financial information in the form that would allow proposal evaluators to ascertain the financial stability of the Proposer.

- a. If a public company, include a recap of the most recent audited financial report.
- b. If a private company, provide a recap of the most recent internal financial statement; and a letter, on the financial institution's letterhead, stating financial stability.

THE FINANCIAL REQUIREMENT IS PART OF THE EVALUATION. Firms may mark the material CONFIDENTIAL; HOWEVER, IT IS REQUIRED TO BE SUBMITTED WITH YOUR ORIGINAL PROPOSAL.

Section V - References:

Provide at least three (3) business references (businesses or individuals), including names, addresses, current telephone numbers, and email addresses.

Section VI - Additional Information:

Include any other information believed by Proponent to be pertinent but not required.

Section VII Disposition of Proposals and Proprietary Data:

All materials and information submitted in response to this RFQ/P become the property of Augusta. Any and all Proposals received by Augusta shall be subject to public disclosure and inspection, except to the extent the Proponent designates trade secrets or other proprietary data to be confidential, after the Evaluation Committee has completed its deliberative process and either the Proponent has been informed that they are not the Proponent selected by the Evaluation Committee for recommendation to the Augusta Aviation Commission, or the matter has been set for consideration before the Augusta Aviation Commission, whichever comes first. Material designated as proprietary or confidential shall accompany the Proposal and each page shall be clearly marked and readily separable from the Proposal in order to facilitate public inspection of the non-confidential portion of the Proposal. Augusta will endeavor to restrict distribution of material designated as confidential or proprietary to only those individuals involved in the review and analysis of the Proposals. Proponents are cautioned, however, that materials designated as confidential may nevertheless be subject to disclosure. Proponents are advised that Augusta does not wish to receive confidential or proprietary information and that Proponents are not to supply such information except when it is absolutely necessary. If any information or materials in any Proposal submitted is labeled confidential or proprietary, the Proposal shall include the following clause:

_____ (legal name of Proponent) shall indemnify, defend and hold harmless the Board of Commissioners, the Mayor, Augusta, its officers, agents and employees and the Augusta Aviation Commission from and against any request, action or proceeding of any nature and any damages or liability of any nature, specifically including attorneys' fees awarded under the Georgia Open Records Act arising out of, concerning or in any way involving any materials or information in this proposal that _____ (legal name of Proponent) has labeled as confidential, proprietary or otherwise not subject to disclosure as a public record.

Fee Proposal is to be submitted in a separately sealed envelope. Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFQ/P #26-172 Airport Marketing Agency.

SECTION IV RESPONSE CONTENTS:

An official authorized to bind the offeror must sign all statements. Any document received after this time and date will not be considered and will be returned unopened to the firm. Firms that wish to join in a consortium must designate one firm as principal or lead firm. Consortiums will be evaluated according to the same requirements as a single firm.

All proposals should be complete and carefully worded and must convey all information requested by Augusta. Firms shall outline the scope of work, elements and tasks therein and the means of execution.

1. You are required to submit one (1) marked unbound original and one (1) electronic copy of the RFQ/P. You are also required to submit one (1) copy of the fee proposal and one (1) electronic copy on USB drive of your fee proposal is to be submitted in a separately sealed envelope. The body of the proposal should not exceed 50 pages. The page minimum does not include Procurement Documents, cover letter, financial information, appendices and tabs. All Creative ideas may be submitted on this thumb drive, but is not required.
2. Proposals should be prepared simply and economically, providing a straightforward, concise description of offeror's capabilities to satisfy the requirements of the RFQ/P.
3. If the proposal includes any information in addition to the specific information requested in the RFQ/P, it should be included as an appendix to the proposal.
4. Each proposal will be evaluated utilizing the evaluation criteria listed in Section V.
5. Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate that it is in response to RFQ/P #26-172 Airport Marketing Agency.



SECTION V CRITERIA FOR EVALUATION:

Evaluation Process

All proposals will be evaluated by an Augusta, Georgia Selection Committee (Committee). The Committee may be composed of Augusta, Georgia staff and other parties that may have expertise or experience in the services described herein. The Committee will review the submittals and will rank the proposers. The evaluation of the proposals shall be within the sole judgment and discretion of the Committee. All contacts during the evaluation phase shall be through the Augusta, Georgia Procurement Office only. Proposers shall neither contact nor lobby evaluators during the evaluation process. Attempts by Proposer to contact members of the Committee may jeopardize the integrity of the evaluation and selection process and risk possible disqualification of Proposer.

The Committee will evaluate each proposal meeting the qualification requirements set forth in this RFQ/P. Proposers should bear in mind that any proposal that is unrealistic in terms of the technical or schedule commitments may be deemed reflective of an inherent lack of technical competence or indicative of a failure to comprehend the complexity and risk of Augusta, Georgia's requirements as set forth in this RFQ/P. If needed, the selection process will include oral interviews. The consultant will be notified of the time and place of oral interviews and if any additional information that may be required to be submitted.

Cumulative Scores will include the total from Phase 1 and Phase 2. It is the intent of the Owner to conduct a fair and comprehensive evaluation of all proposals received. **The contract for this project/service will be awarded to the proposer who submitted a proposal that is most advantageous to the Owner.**

Evaluation Criteria

Proposals will be evaluated according to each Evaluation Criteria, and scored on a zero to five point rating. The scores for all the Evaluation Criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total. The final maximum score for any project/service is five hundred (500) points.

Rating Scale		
0	Not Acceptable	Non-responsive, fails to meet RFQ/P specifications. The approach has no probability of success. For mandatory requirement this score will result in disqualification of proposal.
1	Poor	Below average, falls short of expectations, is substandard to that which is the average or expected norm, has a low probability of success in achieving project/service objectives per RFQ/P.
2	Fair	Has a reasonable probability of success, however, some objectives may not be met.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFQ/P specification. This will be the baseline score for each item with adjustments based on interpretation of proposal by Evaluation Committee members.
4	Above Average/Good	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFQ/P requirements and expectations.
5	Excellent/Exceptional	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFQ/P specification.

The Evaluation Criteria Summary and their respective weights are as follows:

1. Completeness of Response (Pass/Fail)

- a. Responses to this RFQ/P must be complete. Responses that do not include the proposal content requirements identified within this RFQ/P and subsequent addenda and do not address each of the items listed below will be considered incomplete, be rated a Fail in the Evaluation Criteria and will receive no further consideration. Responses that are rated a Fail and are not considered may be picked up at the delivery location or returned to the vendor (at vendor's expense). Please provide shipping instructions and/or fees upon the completion of the competitive process.

Conflict of Interest Statement (Pass/Fail)

- b. Discloses any financial, business or other relationship with the Augusta, Georgia that may have an impact upon the outcome of the contract or the construction project/service.
- c. Lists current clients who may have a financial interest in the outcome of this contract or the construction project/service that will follow.
- d. Discloses any financial interest or relationship with any construction company that might submit a bid on the construction project/ service.

2. Qualifications & Experience (20 points)

- a. Relevant experience, specific qualifications, and technical expertise of the firm and sub-consultants/proposers to conduct the required services as listed in this RFQ/P and adhering to all required license requirement for federal, state and local services.

3. Organization & Approach (15 points)

- a. Describes familiarity of project/service and demonstrates understanding of work completed to date and project/service objectives moving forward
- b. Roles and Organization of Proposed Team
 - i. Proposes adequate and appropriate disciplines of project/service team.
 - ii. Some or all of team members have previously worked together on similar project/service(s).
 - iii. Overall organization of the team is relevant to Augusta, Georgia needs.
- c. Project and Management Approach
 - i. Team is managed by an individual with appropriate experience in similar project/services. This person's time is appropriately committed to the project/service.
 - ii. Team successfully addresses all requirements of this RFQ/P.
 - iii. The team and management approach responds to project/service issues. Team structure provides adequate capability to perform both volume and quality of needed work within project/service schedule milestones.
- d. Roles of Key Individuals on the Team
 - i. Proposed team members, as demonstrated by enclosed resumes, have relevant experience for their role in the project/service.
 - ii. Key positions required to execute the project/service team's responsibilities are appropriately staffed.
- e. Working Relationship with Augusta, Georgia
 - i. Team and its leaders have experience working in the public sector and knowledge of public sector procurement process.
 - ii. Team leadership understands the nature of public sector work and its decision-making process.
 - iii. Proposal responds to need to assist Augusta, Georgia during the /service.

4. Scope of Services to be Provided (15 points)

- Minimum of five (5) years of experience in buying media, developing strategic advertising plans, designing creative concepts and materials to implement those

plans, and producing or coordinating the production of the advertising for a business or organization comparable in size and scope to the Augusta Regional Airport.

- Experience in the development of detailed annual media plans, public relations campaigns, multimedia advertising (design, produce, and buy), web site design and marketing, and direct marketing.
- Access to industry accepted research data that identifies audience ratings to justify advertising buys and expenditures with monthly reports showing reach and frequency statistics.
- Experience in consultation and creative support in order to reinforce brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities.
- Experience developing outreach strategies designed to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes.

5. Schedule of Work (5 points)

- a. Firm's availability to provide the requested services.
- b. Schedule shows completion of the work within or preferably prior to the Augusta, Georgia overall time limits as specified in the RFQ/P.
- c. The schedule serves as a project/service timeline, stating all major milestones and required submittals for project/service management and applicable law compliance.
- d. The schedule addresses all knowledgeable phases of the project/service, in accordance with the general requirements of this RFQ/P.

6. Financial statements (5 points).

Provide financial information that would allow proposal evaluators to ascertain the financial stability of the Proposer.

- a. If a public company, include a recap of the most recent audited financial report.
- b. If a private company, provide a recap of the most recent internal financial statement; and a letter, on the financial institution's letterhead, stating financial stability.

7. References (5 points)

- a. Provide as reference the name of at least three (3) agencies you currently or have previously consulted for in the past three (3) years.
- b. Include specific individuals with addresses and telephone numbers.

8. Proximity to Area (10 points) Weighted Value for each area is 10.

- | | |
|----------------------------------------------------------|-----------|
| a. Within Richmond County | 10 points |
| b. Within CSRA | 6 points |
| c. Within Georgia | 4 points |
| d. Within SE United States (includes AL, TN, NC, SC, FL) | 2 points |
| e. All Others | 1 points |

9. Presentation by Team (10 points) (Optional)

Team presentation conveying project/service understanding, communication skills, innovative ideas, critical issues and solutions.

10. Q&A Response to Panel Questions (5 points) (Optional)

Proposer provides responses to various interview panel questions.

11. Cost/Fee Proposal (10 points) Weighted Value for each area is 10 - Enclosed in a separate sealed envelope.

- | | |
|---------------|----|
| a. Lowest Fee | 10 |
| b. Second | 6 |
| c. Third | 4 |
| d. Fourth | 2 |
| e. Fifth | 1 |

Weighted scores for each Proposal will be assigned utilizing the table below:

Phase 1				
No.	Evaluation Criteria	Rating (0-5)	Weight	Score (Rating * Weight)
1	Completeness of Response <ul style="list-style-type: none"> • Package submitted by the deadline • Package is complete (includes requested information as required per this solicitation) • Exhibit A is complete, signed and notarized 	N/A	Pass/Fail	Pass/Fail
2	Qualifications & Experience		20	
3	Organization & Approach		15	
4	Scope of Services: <ul style="list-style-type: none"> • Minimum of five (5) years of experience in buying media, developing strategic advertising plans, designing creative concepts and materials to implement those plans, and producing or coordinating the production of the advertising for a business or organization comparable in size and scope to the Augusta Regional Airport. • Experience in the development of detailed annual media plans, public relations campaigns, multimedia advertising (design, produce, and buy), web site design and marketing, and direct marketing. • Access to industry accepted research data that identifies audience ratings to justify advertising buys and expenditures with monthly reports showing reach and frequency statistics. • Experience in consultation and creative support in order to reinforce brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities. • Experience developing outreach strategies designed to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes. 		15	
5	Schedule of Work		5	
6	Financial Stability		5	
7	References		5	
8	Proximity to Area <ul style="list-style-type: none"> a. Within Richmond County 10 points b. Within CSRA 6 points c. Within Georgia 4 points d. Within SE United States (includes AL, TN, NC, SC, FL) 2 points e. All Others 1 points 		10	
Phase 2 (Optional – Numbers 9 and 10) Any Vendors that Receive Less Than a 3 Ranking in Any Category will not be considered for Phase II		Rating (0-5)	Weight	Score (Rating * Weight)
9	Presentation by Team		10	
10	Q&A Response to Panel Questions		5	
11	Cost/Fee Proposal Consideration <ul style="list-style-type: none"> a. Lowest Fee 10 b. Second 6 c. Third 4 d. Fourth 2 e. Fifth 1 		10	
Total:			100	

Proposals will be evaluated according to each Evaluation Criteria, and scored on a zero to five point rating. The scores for all the Evaluation Criteria will then be multiplied according to their assigned weight to arrive at a weighted score for each proposal. A proposal with a high weighted total will be deemed of higher quality than a proposal with a lesser-weighted total. The final maximum score for any project/service is five hundred (500) points.

Section VI Selection Process:

Evaluation of Proposals

6.1 Selection Committee. A selection committee, minimally consisting of representatives of the Procurement Department and the Airport shall convene for the purpose of evaluating the proposals. The Evaluation team will evaluate the responses to the RFQ/P, verify the information presented, and conduct oral interviews, as deemed appropriate. This process will result in the selection of the successful Proponent who, through contractual agreements will undertake the scope of work.

6.2 Proposals will be scored as indicated on **Section V**.

6.3 Phase One Criteria (Identify short listed offerors only)

The Procurement Director, in consultation and upon the recommendation of the head of the using agency, shall select from among the offerors no less than three (3) offerors (the "short-listed offerors") deemed to be the most responsible and responsive; provided, however, that if three (3) or less offerors respond to the solicitation, this requirement will not apply. The selection of the short-listed offerors shall be made in order of preference. From the date proposals are received by Procurement Director through the date the contract is awarded, no offeror may make substitutions, deletions, additions or other changes in the configuration or structure of the offeror's teams or members of offeror's teams prior to award.

It is the intent of the Owner to conduct a fair and comprehensive evaluation of all proposals received. The contract will be awarded to the proposer who submitted a proposal that is most advantageous to the Owner.

Your team will be evaluated on the basis of how well your firm and its individual professionals meet the criteria outlined including general and specific selection criteria

6.4 Phase Two Criteria (Rank the company that best address scope of service/ technical proposal as outlined in the specifications to be in the best interest of Augusta, Georgia).

After an initial screening process, a technical question and answer conference or interview will be conducted, if deemed necessary, to clarify or verify the offeror's proposal and to develop a comprehensive assessment of the proposal. This process will result in the selection of the successful vendor who, through contractual agreements will undertake the scope of work.

6.5 Preliminary negotiations. Discussions with the proponents and technical revisions to the proposals may occur. Discussions may be conducted with the responsible proponents who submit proposals for the purpose of clarification and to assure full understanding of, and conformance to, the solicitation requirements. Proponents shall be accorded fair and equal treatment with respect to any opportunity for discussions and revision of proposals and such revisions may be permitted after submission and prior to award for the purpose of obtaining

best and final offers. In conducting discussions, there shall be no disclosure of information derived from proposals submitted by competing proponents. Please submit your proposal in a concise written tabulated format indexed and organize recommended firm and contract will be presented to the Augusta Commission for final approval.

6.6 Final negotiations and letting the contract. The Committee shall rank the technical proposals, then open and consider the pricing proposals submitted by each proponent. A recommended for award shall be made through the Augusta Aviation Commission, to the most responsible and responsive proponent whose proposal is determined to be the most advantageous to the Airport, taking into consideration price and the evaluation factors set forth in the request for proposals. Upon approval by the Augusta Aviation Commission the recommendation of award will be presented to the Augusta Commission for final award. No other factors or criteria shall be used in the evaluation. The contract file shall contain a written report of the basis on which the award is made/recommended. The contract shall be awarded or let in accordance with the procedures set forth in this RFQ/P and in accordance the Augusta Code.

The Proponent(s) selected by the Evaluation Committee will be recommended to the Augusta Aviation Commission as the party (ies) with whom to enter into a contract, but the Augusta Aviation Commission is not bound to accept the recommendation or award the contract to the recommended proponent(s). Upon approval by the Augusta Aviation Commission the recommendation of award will be presented to the Augusta Commission for final award. It is Augusta's intent to award the contract to the most qualified and responsible proponent(s) who provides the best overall proposal(s) in Augusta's sole discretion. Augusta reserves the right to award more than one contract.

When in the best interest of the Augusta, Georgia, Augusta reserves the right to request additional fee information and to request a "Best and Final" offer.

FEE PROPOSAL

Name of Company: _____

Fee for Traditional Placement of Ads Material
(% Markup if applicable) _____%

Fee for Digital Placement (% Markup) _____%

Production Fee _____/hr.

Design / Creative Services _____/hr.

Event Planning _____/hr.

Project Coordination _____/hr.

Clerical _____/hr.

You are to include your price for each line in the increments in the unit of measure listed above, either percentage or hourly rate. Please do not deviate from the unit of measure that is listed for each item.

No Additional Fees will be accepted. All fees must be listed in line items above

PROPOSAL SUBMITTED BY:

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY/STATE: _____

TELEPHONE: _____ FAX: _____

EMAIL: _____

SIGNATURE: _____

Fee Proposal must be sealed and labeled on the outside of the package to clearly indicate

That it is in response to RFQ/P #26-172 Airport Marketing Agency.

Minority and Women Owned Business Program Requirements

Augusta, Georgia has adopted a race and gender conscious Minority and Women Owned Business Enterprise Program (M/WBE). See Augusta, GA Code, Chapter 10C. Bidders are encouraged to carefully review all of the requirements of the M/WBE which can be found on Augusta, Georgia's Disadvantaged Business Enterprise Department website (www.augustaga.gov). All of the requirements of the M/WBE become covenants of performance upon award of this procurement. The M/WBE provides for Minority-Owned and Women-Owned Business (M/WBE) goals to be set on all applicable procurements over \$300,000 in value and even when a solicitation does not contain a M/WBE goal, each Bidder must negotiate in good faith with each Minority and Women Owned business that responds to the Bidder's solicitation and each Minority and Women Owned business that contacts the Bidder on its own accord. Self-performance does not exempt Bidders from the M/WBE requirements unless the self-performer is a qualified and registered M/WBE. (See Augusta, GA Code § 1-10-138).

I. The pre-award requirements of the M/WBE are material conditions of this procurement.

A Bid shall be rejected if it is determined that a Bid fails to meet the required M/WBE requirements, including but not limited to, failing to provide the Required Pre-Award Bid Submittal documents, failing to provide commitments to achieve the applicable Project Specific M/WBE Goals (or the Bidder's documented Good Faith Efforts to do so). A Contractor's failure to carry out in good faith its Project Specific Goal commitments in the course of the Contract's performance shall constitute a material breach of the Contract and a violation of the AUGUSTA, GA CODE. If the breach is not cured within a reasonable amount of time, it may result in the termination of the Contract or such other remedies afforded by Federal, State or Local law.

II. Good Faith Efforts.

Pursuant to AUGUSTA, GA CODE SEC. 1-10-138 Good Faith Efforts (GFE) Requirements and Guidance shall be used by a bidder to seek Minority and Women Owned Businesses to participate as a subcontractor or supplier. Such good faith efforts include, but are not necessarily limited to, the following actions:

- (a) Solicit through at least two reasonable, available, and verifiable means MBEs/WBEs who have the capability to perform the Contract work. **The Bidder must solicit this interest providing a minimum of five (5) days' notice to allow the MBEs/WBEs to respond to the solicitation. The Bidder must take appropriate steps to follow up initial solicitations with interested MBEs/WBEs.**
- (b) Provide interested MBEs/WBEs with adequate information about the plans, specifications, and requirements of the Contract, including addenda, in a timely manner to assist them in responding to a solicitation.
- (c) Negotiate in good faith with interested MBEs/WBEs that have submitted bids or quotes to the bidder. An MBE/WBE that has submitted a bid or quote to a bidder but has not been contacted within five (5) business days of submission of the bid or quote may contact the Director of Compliance to request a meeting with the bidder. The Director of Compliance will schedule a meeting between the MBE/WBE and the bidder to facilitate negotiation.
- (d) Not reject MBEs/WBEs as being unqualified without sound reasons based on a thorough investigation of their capabilities. The MBE's/WBE's standing within its industry, membership in specific groups, organizations, or associations and political or social affiliations (for example union vs. non-union employee status) are not legitimate causes for rejecting or not soliciting bids to meet the goals.

III. Required Pre-Award Bid Submittals.

Pursuant to AUGUSTA, GA CODE SEC. 1-10-138 the following procedures and contract requirements will be used to ensure that Minority and Women Owned businesses are encouraged to participate in Augusta, Georgia contracts:

- (a) Each bidder shall be required to provide documentation of achieving the M/WBE goal or provide documentation of Good Faith Efforts to engage m businesses as subcontractors or suppliers, the names of Minority and Women Owned businesses and other subcontractors to whom it intends to award subcontracts, the dollar value of the subcontracts, and the scope of the work to be performed. If there are no sub-contracting opportunities, bidder shall so indicate on the appropriate form. Forms may be found on the official website of Augusta, Georgia.

(b) Each bidder shall submit with their bid the following written documents, statements or forms, which are available at the Disadvantaged Business Enterprise Department and on the Disadvantaged Business Enterprise Department website:

- (1) Executed Letter(s) of Intent with entities identified in M/WBE Utilization Plan
- (2) Proposed M/WBE Subcontractor/Supplier Utilization Plan.
- (3) Documentation of Good Faith Efforts to use M/WBE businesses.

Failure to submit the following documents in accordance with these requirements will cause the Bid or proposal to be declared non-responsive. Augusta, Georgia reserves the right to request supplemental information regarding a Bidder's submissions and the Bidder shall furnish such information in a timely manner. Failure to furnish information or otherwise cooperate may result in the rejection of the Bid.

IV. Letter(s) of Intent.

The Bidder shall submit with its bid completed **Letter(s) of Intent** (LOI) utilizing the Letter of Intent format provided by the Disadvantaged Business Enterprise Department documents. The LOI must be executed by an authorized representative of the M/WBE firm identified on the Utilization Plan and by the authorized representative of the Bidder. The LOI must accurately and completely detail the work to be performed and/or the materials to be supplied, and the agreed rates and/or prices to be paid. All Utilization Plan commitments must conform to those included in the submitted LOIs. The LOI will become a binding contract covenant upon the Bidder's receipt of a signed contract from Augusta, Georgia.

V. M/WBE Utilization Plan(s).

The Bidder must submit with its Bid a completed MBE **and** WBE Utilization Plan. The MBE **and** WBE Utilization Plans shall list the Subcontractor or Supplier's name(s), business address(s), telephone number(s), e-mail(s) and the name of the principal contact person(s) of each Subcontractor(s) or Supplier(s) intended to be used in the performance of the Contract, including firms proposed as to meet the Project Specific Goals.

Where the solicitation requires the Bidder to submit a base bid and one or more alternates, the MBE **and** WBE Utilization Plans must demonstrate the Bidder's achievement of the Project Specific Goal(s) or its Good Faith Efforts to achieve the Project Specific Goal(s) on the base bid.

Minority-Owned Business Goal

The Minority and Women Owned Business Enterprise Program (M/WBE) provides for M/WBE goals to be set on all applicable Augusta, Georgia procurements over \$300,000 in value.¹ The MBE goal for this procurement is:

1 %

All bidders or proposers shall submit the following with their bid or proposal as required by Augusta, GA Code § 1-10-138:

- 1. MBE Program Letters of Intent.**
- 2. MBE Utilization Plan.**
- 3. Good Faith Efforts (GFE) Form (*this form is required if M/WBE utilization is below 1%. Supporting documents of GFE must accompany the form.*)**

Failure to submit the above documentation shall result in the bid or proposal being declared non-responsive.

¹ Even when a solicitation does not contain a M/WBE goal (or the goal is set at zero), each Bidder must negotiate in good faith with each Minority and Women Owned business that responds to the Bidder's solicitation and each Minority and Women Owned business that contacts the Bidder on its own accord. Self-performance does not exempt Bidders from Minority and Women Owned Business Enterprise Program requirements unless the self-performer is a qualified and registered Minority-Owned or Women-Owned business. All of the requirements of the Minority and Women Owned Business Enterprise Program can be found in Augusta, GA Code, Chapter 10C.



In accordance with Chapter 10C of the AUGUSTA, GA, CODE, Augusta has placed a **1%** goal for **Minority participation**. This goal must be met **or** a Good Faith Effort (GFE) must be made to utilize minorities on this project.

Project Name: _____ **Bid Number:** _____

**UTILIZATION STATEMENT
Minority-Owned Firms**

The Minority participation goal for this project is 1%.

The undersigned bidder/offeror has satisfied the requirements of the bid specification in the following manner. *(Please mark the appropriate box)*

- The bidder/offeror is committed to the minimum of 1% minority utilization on this contract**
- The bidder/offeror, while unable to meet the contract goal of 1%, hereby commits to a minimum of _____% minority utilization on this contract and submits the attached documentation as evidence demonstrating good faith efforts (GFE) in seeking participation of minority-owned firms.**

The undersigned hereby further assures that the information included herein is true and correct, and that the Minority-owned firm or firms identified within the submitted Letter of Intent form(s) have agreed to perform a commercially useful function (CUF) for the indicated work elements.

The undersigned further understands that no changes to this statement may be made without prior approval from the Owner.

Bidder's/Offeror's Firm Name

Signature

Date

MINORITY UTILIZATION SUMMARY

Percentage	<u>Contract Amount</u>	<u>Minority Amount</u>	<u>Contract</u>
Minority Prime Contractor	\$ _____ x 1.00 =	\$ _____	_____ %
Minority Subcontractor	\$ _____ x 1.00 =	\$ _____	_____ %
Minority Supplier	\$ _____ x 1.00 =	\$ _____	_____ %
Minority Manufacturer	\$ _____ x 1.00 =	\$ _____	_____ %
Total Amount Minority		\$ _____	_____ %
Minority Participation Goal		\$ _____	_____ %

* If the total proposed Minority participation is less than the established Minority goal, bidder must provide written documentation of the good faith efforts in accordance with Chapter 10C of the AUGUSTA, GA, CODE.



In accordance with Chapter 10C of the AUGUSTA, GA, CODE, Augusta has placed a 1% goal for **Minority Participation**. This goal must be met or a Good Faith Effort (GFE) must be made to utilize minorities on this project.

DESCRIPTION OF GOOD FAITH EFFORTS

If you will not meet the Minority Participation goal as set forth in the solicitation, **please provide a narrative explanation of why you cannot meet the Minority Participation goal and the steps taken to include minorities in your bid. Describe specific actions (i.e., phone calls, etc.). Please provide copies of any solicitation notices sent, whether by email, fax or mail, and the amount of time given for response. Describe efforts to follow up on initial communications. Identify the individual(s) from your organization who performed these activities.** Attach additional pages as needed.

I hereby attest that I have exercised Good Faith Efforts (GFE) to meet the City's required Minority Participation goal for this project. Despite such GFE, I have not been able to meet the Minority Participation goal for this Project.

Signature

Name and Title (typed or printed legibly)

Name of Firm

Date



In accordance with Chapter 10C of the AUGUSTA, GA, CODE, Augusta has placed a **1%** goal for **Minority Participation**. This goal must be met or a Good Faith Effort (GFE) must be made to utilize minorities on this project.

CHECKLIST OF GOOD FAITH EFFORTS

A Bidder/Offeror that does not meet the City's Minority participation benchmark is required to demonstrate that it made **"Good Faith Efforts (GFE)"**. Please indicate whether any of the following actions were taken.

	YES <input type="checkbox"/>	NO <input type="checkbox"/>	CHECKLIST OF GOOD FAITH EFFORTS
1			Advertisement for solicitation of minorities in general circulation media, trade association publications, and minority-focused media, to provide notices of subcontracting opportunities.
2			Advertisement in general circulation media at least seven (7) days prior to Bid opening on all Subcontractor opportunities. Proof of advertisement must be submitted with the Bid.
3			Provided interested minority-owned firms with timely, adequate information about the plans, specifications, and other such requirements of the contract to facilitate their quotation and conduct follow up to initial solicitations.
4			Provided written notice to minority-owned firms that their interest in subcontracting opportunities or furnishing supplies is solicited. Provided a contact log showing the name, address, email and contact number (phone or fax) used to contact the proposed minority subcontractors, nature of work requested for quote, date of contact, the name and title of the person making the effort, and the amount of the quoted price if one was obtained.
5			Efforts were made to divide the work for minority-owned firms subcontracting in areas likely to be successful and identify portions of work available to minority-owned firms consistent with their availability. Include a list of divisions of work not subcontracted and the corresponding reasons for not including them. <u>The ability or desire of a Bidder/Offeror to perform the work of a contract with its own organization does not relieve it of the responsibility to make good faith efforts on all scopes of work subject to subcontracting.</u>
6			Efforts were made to assist potential minority-owned firms' subcontractors to meet bonding, insurance or other governmental contracting requirements. Where feasible, facilitating the leasing of supplies or equipment when they are of such a specialized nature that a minority-owned firms could not readily and economically obtain them in the marketplace.
7			Utilization of services of available minority community organizations, minority contractor groups and other organizations that provide assistance in the recruitment and placement of minority-owned firms.
8			Exploration of joint venture opportunities with minority-owned firms.
9			Other actions (specify): _____

Please provide written explanation to any **"no"** answers listed above (by number):

This list is a guideline and by no means exhaustive. The City will review these efforts, along with other documents, towards assessing the Bidder/Offeror's efforts to meet the Minority participation benchmarks.



In accordance with Chapter 10C of the AUGUSTA, GA, CODE, Augusta has placed a **1%** goal for **Minority Participation**.
This goal must be met or a Good Faith Effort (GFE) must be made to utilize minorities on this project.

GOOD FAITH EFFORTS

Attention Bidder/Offeror: List all subcontractors or suppliers that were contacted regarding this project. **Use additional sheets as necessary.**

Failure to complete this form, in its entirety with supporting documentation, will result in the bid being considered non-responsive to bid specification.

If you have failed to secure Minority participation and you have subcontracting and/or supplier opportunities or if your participation is less than the Minority Goal, you must complete this form.

Name of Minority Subcontractor/Supplier	Address	Phone	Email	Person Contacted	Date Contacted	Scope of Work Solicited	Method of Communication	Results of Contact

Bidder/Offeror

Signature

Project Name

Date

Bid #

1%
Minority Participation Goal

Minority and Women Owned Business Enterprise Program (M/WBE) Goal Waiver

The Minority and Women Owned Business Enterprise Program (M/WBE) provides for goals to be set for Minorities and Women on all applicable Augusta, Georgia procurements over \$300,000 in value.

After careful review of the specific work categories available on this procurement and a review of the WBE firms available to perform a CUF on this procurement, the Goal Setting Committee has determined that a WBE goal could not be placed on this procurement. **As such, the WBE Waiver applies and therefore, the WBE goal for this procurement is:**

0 %

As a result of the WBE Goal on this procurement being ZERO, no WBE goal documents are required as a part of the procurement process. However, even when a solicitation does not contain a WBE goal (or the goal is set at zero), each Bidder must negotiate in good faith with each Women owned business that responds to the Bidder's solicitation and each Women owned business that contacts the Bidder on its own accord. All successful bidders are required to collect and maintain all records necessary for Augusta to evaluate the effectiveness of its M/WBE Program.

MONTHLY M/WBE UTILIZATION REPORT

(To be submitted with monthly pay application/invoice) Report No. ____

CONTRACT #:	CONTRACT AMOUNT: \$	DATE FORM SUBMITTED:	
PROJECT DESCRIPTION:	PROJECT COMPLETION DATE:		
PRIME CONTRACTOR:	PERIOD ENDING:		
CONTACT PERSON:	TELEPHONE #:	FAX #	

SUBCONTRACTING INFORMATION

M/WBE Subcontractor	Original Agreed Price	Revised Agreed Price	% of Work Completed To Date	Amount Paid This Period	Amount Paid To Date	Gender		Ethnic Category					
						M	F	B	H	A	NA	W	

TO BE SUBMITTED BY THE 15TH OF EACH MONTH TO AUGUSTA, GEORGIA'S CONTRACT REPRESENTATIVE AND THE M/WBE LIAISON yjackson@augustaga.gov

I attest that the information submitted in this report is in fact true and correct to the best of my knowledge.

Prime Authorization Signature:	Title:	Date:
<i>This section for Compliance Department Only</i>		
Approved <input type="checkbox"/> Rejected <input type="checkbox"/> Reason for rejection:		
M/WBE Authorized Signature:	Title: DBE Compliance Manager	Date:

Note: The information provided herein is subject to verification by Augusta, Georgia's M/WBE Liaison.

FINAL M/WBE UTILIZATION REPORT

(To be submitted with the final pay application/invoice)

CONTRACT #: _____ CONTRACT AMOUNT: _____	DATE FORM SUBMITTED: _____	
PROJECT DESCRIPTION: _____	PROJECT COMPLETION DATE: _____	
PRIME CONTRACTOR: _____	PERIOD ENDING: _____	
CONTACT PERSON: _____	TELEPHONE #: _____	FAX # () _____

SUBCONTRACTING INFORMATION

All payments made to DBE subcontractors must be reported on this form.

M/WBE Subcontractor	Description of Work	Original Amount (Agreed to Price)	Final Subcontract Amount	Total Amount Paid	Gender		Ethnic Category					
					M	F	B	H	A	NA	W	
TOTALS:												

TO BE SUBMITTED BY THE 15TH OF THE MONTH FOLLOWING THE COMPLETION OF ALL WORK PERFORMED BY APPROVED DBEs TO AUGUSTA, GEORGIA'S CONTRACT REPRESENTATIVE AND THE M/WBE LIAISON yjackson@augustaga.gov

I attest that the information submitted in this report is in fact true and correct to the best of my knowledge.

Prime Authorization Signature: _____	Title: _____	Date: _____
<i>This section for Compliance Department Only</i>		
Approved <input type="checkbox"/> Rejected <input type="checkbox"/> Reason for rejection: _____		
M/WBE Authorized Signature: _____	Title: DBE Compliance Manager	Date: _____

Note: The information provided herein is subject to verification by Augusta, Georgia's M/WBE Liaison.

NO RESPONSE LETTER

PLEASE SUBMIT BY RESPONSE DUE DATE

RFQ/P #Item #26-172	Airport Marketing Agency	Due: Tuesday, May 5, 2026 @ 11:00 a.m.
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To: **Augusta, Georgia - Procurement Department**

This is to certify that _____, will not be submitting a response to the above referenced solicitation document prepared by Augusta Procurement Department.

Reason(s) for No Submission:

- Unavailability of required resources
 - Prior commitments
 - Inadequate anticipated funding Level
 - Project Duration
 - Potential conflict of interest
 - Duplication of ongoing effort
 - Other (please explain)
-
-

Authorized Representative:

Name:

Title:

Signature:

Date: ____/____/20____