

**REQUEST FOR PROPOSAL
FOR
ADVERTISING SERVICES
FOR THE
GRAND FORKS REGIONAL AIRPORT AUTHORITY**

**DUE DATE: June 2, 2009
11:00 AM CENTRAL TIME**

ADMINISTRATIVE INFORMATION

1.0 Introduction and Background

This summary is intended only to provide prospective companies with a brief familiarization with the Grand Forks Regional Airport Authority (GFRAA) and to generally advise of future plans. GFRAA does not guarantee the exact accuracy of the statistics herein or that future statistics will be similar. GFRAA issues this request for proposal for Advertising Services ("RFP") for a qualified and experienced company ("Company") to provide advertising services at GFRAA. GFRAA seeks a company with extensive expertise and experience in advertising. Familiarity with best practices in advertising is highly desired. The Company will work under the direction of the Airport Executive Director and the Grand Forks Regional Airport Authority.

This is an exciting time for the Grand Forks Airport Authority as we are about to break ground on a new airline terminal building in late spring or early summer. We would like our advertising to reflect this excitement and our expected future prosperity.

2.0 Specifications

GFRAA is seeking Advertising Services in several areas. A qualified advertising firm will provide advertising services including but not limited to the following:

- Produce marketing strategies and slogans
- Produce static display for new terminal promotion
- Update and re-organize the airport's website
- Social networking recommendation and possible development
- Update of printed media advertising
- Update of video media advertisements
- Implementation of media in network catchment area as designated by the authority

This proposal and agreement in no way grants the exclusive right to provide advertising services at the Grand Forks Regional Airport Authority.

Copies of the existing media products can be obtained by contacting the Authority.

3.0 Limitations

The most qualified advertising firm will be determined based on the amount of refreshment, production, and implementation that can be provided for \$60,000 to \$65,000. We do not want to spend too much money on production and have nothing left to implement the project at the completion of the development phase. It is crucial that the plan be all inclusive. Also, the plan should be structured for

at least a two year segment with the second year funding availability of at least \$65,000.

4.0 **Scope of Services**

In order to accomplish these tasks, GFRAA is soliciting interest from experienced advertising business professionals to assist Airport staff in the following areas:

- Produce marketing strategies and slogans.
- Recommend and assist with the development and erection of a static display promoting the new terminal project for placement in locations such as the Columbia Mall.
- Design and build a new website that will incorporate simplicity, freshness and excitement, using the most current web design program. Work with the GFRAA staff to determine the elements required to be on the new website. Assist staff while learning how to maintain the site after it's built.
- Recommend social networking and assist in the development and implementation. We are currently using *Twitter* to inform the public of any emergencies and/or weather related runway closings. We're interested in using this or a similar application to market the airport.
- Design fresh and exciting print media advertising.
- Design fresh and exciting video media advertising.
- Implementation of media in network catchment area as designated by GFRAA.
- All production costs must be identified.

5.0 **Proposal Submittal**

Include your original and two copies of your proposal. Include information on your qualifications for this type of project and information on your pricing structure. Also provide **at least two (2) references** of similar businesses that you have worked with in the region.

6.0 **Contact Information**

For any information or concerns about the proposal, please contact the Airport Director at least five business days prior to the proposal closing date:

Patrick Dame
Grand Forks Regional Airport Authority
Airport Executive Director

7.0 Clarification and/or Revisions to the Specifications and Requirements

Proposer must examine the RFP documents carefully and before submitting a Proposal may request from the Authority's contact person(s) additional information or clarification by the date specified in the RFP timetable. A Proposer's failure to request additional information or clarification shall preclude the Proposer from subsequently claiming any ambiguity, inconsistency, or error.

Requests for additional information or clarifications must be made in writing no later than the date specified in the RFP timetable. The requests may be faxed to the airport at 701-795-6979. The proposer shall include in the fax their name, address, e-mail address, and fax number for return information. The facsimile should be addressed to Patrick Dame, Airport Executive Director.

The GFRAA will issue responses to inquiries and any other corrections or amendments it deems necessary in written addendum prior to the Proposal due date. Proposers should rely only on the representations, statements or explanations that are contained in this RFP and the written addendum to this RFP. Where there appears to be a conflict between the RFP and any addendum issued, the last addendum issued will prevail.

It is the Proposer's responsibility to assure receipt of all addenda. The Grand Forks Regional Airport Authority will send addenda by e-mail to only those Proposer(s) recorded by the Authority as having been sent and/or received a copy of the RFP documents from the Authority. If a hard copy is required, that should be specified after receipt of this RFP document. In addition, Proposer(s) may inspect the RFP documents at the place where they are made available. Upon such mailing or posting, such addenda shall become part of the RFP and binding on Proposer(s).

8.0 Authority Reservation

The Grand Forks Regional Airport Authority openly solicits the best possible value on all of our "Requests for Proposals". We openly solicit proposals of similar pricing structure from all qualified proposers. In the event that all proposals received are in excess of any estimates projected by the Grand Forks Regional Airport Authority, we may at our discretion, reject all proposals. The Authority also reserves the right to award the best proposal overall and not necessarily the lowest overall bid if that is in the best interest of the Grand Forks Regional Airport Authority.

- a. This proposal request does not commit the GFRAA to make an award or to pay any costs incurred in the preparation of a proposal in response to this request.
- b. The proposals will become part of the GFRAA files without any obligation on the Authority's part.
- c. The proposer shall not offer any gratuities, favors, or anything of monetary value to any official or employee of the GFRAA for any purpose.
- d. The vendor shall report to the Grand Forks Regional Airport Authority any manufacturer product price reductions, model changes, and product substitutions. No substitutions are allowed without prior approval from the Grand Forks Regional Airport Authority.
- e. The Grand Forks Regional Airport Authority has the sole discretion and reserves the right to cancel this proposal and to reject any and all proposals received prior to award, to waive any or all information and or irregularities, or to re-advertise with either an identical or revised specification.
- f. The Grand Forks Regional Airport Authority reserves the right to request clarifications for any proposal.
- g. The Grand Forks Regional Airport Authority reserves the right to select elements from different individual proposals and combine and consolidate them in any way deemed to be in the best interest of the Grand Forks Regional Airport Authority.

9.0 Term of Agreement

The term of Agreement is anticipated to commence on August 1, 2009 and end December 31, 2010, with two one-year options to renew the Agreement at the sole option of GFRAA. GFRAA may, without cause, terminate the Agreement by giving 30 days' written notice to Company.

10.0 Closing Date

The Grand Forks Regional Airport Authority will receive proposals up to 11:00 am, local time on June 2, 2009. Time may be determined by the U.S. Official Time Clock from the internet <http://www.time.gov/timezone.cgi?Central/d/-6/java>. Proposals must be delivered to:

**Patrick Dame, Executive Director
Grand Forks Regional Airport Authority
2787 Airport Drive
Grand Forks, ND 58203**

The envelope containing your proposal shall show the name of the proposer and must be clearly marked in the lower left hand corner **Proposal – “Advertising Service for the Grand Forks Regional Airport Authority”**. Any proposal or unsolicited amendments to a proposal received after the closing date and time will not be considered.

11.0 Facsimile or E-mail of Proposals

Facsimile or email proposals will not be accepted. An original signed copy of the proposal must be submitted for consideration.

12.0 Taxes

The Grand Forks Regional Airport Authority is exempt from state and local taxes. If the proposer requires tax exempt information, it will be provided on an as needed basis.

13.0 Method of Procurement

The method of this procurement is competitive proposal, governed by the Grand Forks Airport Authority Bylaws. After submission of the written proposal, qualified proposers may be requested to make an oral presentation to a committee responsible for making final recommendations. Due to North Dakota Open Records laws, all information provided to the GFRAA are available for public review.

14.0 Venue

This agreement will be governed and construed according to the laws of the State of North Dakota. This agreement is performable in the City of Grand Forks and Grand Forks County.

15.0 Status of Proposal

Proposals will be opened on June 2, 2009 at 11:00 AM local time and will be read aloud. After that the proposal will be reviewed by airport staff and a recommendation will be made to the Airport Authority based on the criteria in the proposal. Firm interviews may be requested by the Airport Marketing Committee to help select the best firm. The process will be voted on by the Airport Authority at 8:00 AM on June 18, 2009. Proposal results will be announced by the Grand Forks Regional Airport Authority on Friday, June 19, 2009.

**GRAND FORKS REGIONAL AIRPORT AUTHORITY
PROPOSAL FORM
Aviation Consultant Services**

Proposals Due: June 2, 2009, 11:00 a.m., local time

Mail Proposals To: Patrick Dame
Executive Director
2787 Airport Drive
Grand Forks, ND 58203

Submit One Original Proposal and Two Copies

Attach your response to Section 3.0 and relative pricing

Firm Name: _____

Authorized Signature: _____

Print Name: _____

Title: _____

Date: _____

Address: _____

City/State/Zip: _____

Phone/Fax: _____

E-mail: _____