



NOTICE TO ALL PROPOSERS

ADDENDUM NO. ONE

TO THE REQUEST FOR QUALIFICATIONS FOR

TUCSON AIRPORT AUTHORITY PROJECT

TERMINAL ADVERTISING CONCESSION

July 23, 2021

The following Addendum dated July 23, 2021, shall be made a part of the Request for Qualifications (RFQ) dated July 2021, for Terminal Advertising Concession.

GENERAL

1. The Pre-Submittal Conference Summary dated July 20, 2021, and associated sign-in sheets are attached to this Addendum Number One.
2. Attached to this Addendum Number One is:
 - a. The PowerPoint presentation shown at the Pre-Submittal Conference
3. The requirements for Company's experience found in Section VI – 3A Experience and Qualifications Statement #2, changed from five (5) or more locations to read as follows:

2) Company's experience over the last three (3) consecutive years in the solicitation and sale of advertising and displays at three (3) or more locations generating annual gross revenues of at least \$350,000.

ANSWERS TO WRITTEN QUESTIONS

- 1) Please provide either the FY or CY total gross advertising sales for TAA in 2016, 2017, 2018, 2019, 2020 and for 2021 to date. Please note whether the totals are for the fiscal or calendar year.
 - a. Please see attachment #3 – The totals are for the calendar year.

- 2) What was Clear Channel/In-Ter-Space's MAG in 2019, 2020 and 2021? What percentage share of revenue was/is contracted?
 - a. The MAG was 125,000 or the greater of 50 percent of gross receipts derived from operations at the airport AND 15 percent of revenue derived from ClearVision at the airport. The MAG was waived for portions of 2020 and all of 2021.

- 3) Will any of the existing advertising fixtures remain at the end of this term? If so, what fixtures will be in place and who will own them? Will there be a buy-out required for the successful proposer? If the incumbent is the successful bidder, will they be required to provide all new equipment?
 - a. All current fixtures will be removed. The new provider will be expected to provide equipment.

- 4) What agreements are in place, if any, for complementary or free community advertising or sponsorship in the terminal? If so, what are the term dates? Do you anticipate the agreements being renewed/continued?
 - a. Currently, there are no outside agreements. The airport does not have time reserved to provide messaging on airport programs.

- 5) Can the Authority provide a copy of all the plan holders who received the RFQ?
 - a. No

- 6) Will only plan holders be allowed to propose on the RFQ?
 - a. No

- 7) Will the rankings of the short list firms be published?
 - a. No, the ranking of the short list firms will not be published. Only the name of the firms chosen will be published.

- 8) As answers to proposing respondents' questions dramatically impact the composition of a detailed, comprehensive statement of qualification, will the Authority please confirm by what date they will answer proposing respondents' questions?
 - a. Any questions that the Respondents may have about the RFQ, or the project should be emailed to Susan Rose no later than 4:00 pm., on Tuesday, August 3, 2021. TAA will issue a final addendum, if necessary, on August 4, 2021.

- 9) Will all questions on the RFQ be provided in Addendums? If so, we respectfully request that all questions and any items that affect the RFQ be provided to plan holders by July 27, 2021, so respondents have ample time to appropriately adjust their responses before the statement of qualification due date of August 10, 2021.
- a. Please see response to question #8.
- 10) Where should Attachment 1 – Confirmation of Receipt of Addendum be placed in the statement of qualification? Does it count in the 21-page count?
- a. Confirmation of Receipt of Addendum should be placed at the end of the SOQ and is not included in the page count.
- 11) To better serve the Authority and to allow for a five-year straight line depreciation schedule, will you consider changing the terms of the contract to a five-year term as FAA allows?
- a. No, the term will not be changed to a five-year term. Terms are found on page one, first paragraph of the RFQ. “The anticipated Contract term is three (3) years with two (2) – possible one-year extensions.”
- 12) Will the Authority allow respondents to submit renderings and other supporting information such as organizational charts on 11x17-inch format?
- a. Yes, any 11x17-inch format will count as one page and will be included in the page count.
- 13) Will the Authority exclude renderings, table of contents and other supporting information from the 21-page count?
- a. Yes, renderings and other supporting documents are included in the page count. Table of contents will not be included in the page count.
- 14) In Section VI – 4. Form of SOQs, the instructions state that the SOQ should include a maximum of twenty-one (21) pages to address the criteria. However, in 3. SOQ Information, the maximum number of pages appears to be 17, based on the page allotment for each section. Please explain how the four additional pages can/should be used.
- a. The four (4) extra pages may be added at the vendors discretion for a 21-page count.

- 15) In Section VI – 4. Forms of SOQ, proposing respondents that are corporations are required to provide the name of the state under the laws which the corporation was chartered and the name, titles, and business address of the president, secretary, and the treasurer. Can this information be excluded from the page count?
 - a. Yes, this information can be an attachment and will not be included in the page count.

- 16) While a sample concession agreement was provided in attachment 4 of the RFQ, it does not specify how contract exceptions should be addressed. How should a proposing respondent address contract exceptions in its statement of qualifications?
 - a. Contract exceptions can be an attachment and will not be included in the page count. Be aware that TAA's intention with the DRAFT contract is to avoid extensive contract negotiations.

- 17) How is the 7% aspirational DBE goal being calculated?
 - a. See RFQ Section VII – 14: TAA has not adopted a specific ACDBE participation goal with respect to this contract, but it will monitor ACDBE participation, and all firms are strongly encouraged to use ACDBEs.

- 18) Can TAA provide a copy of the interest list noted in section VII – 13?
 - a. No.

- 19) In Section VII – 9, it states respondents are prohibited to use the TAA logo. Can respondents use the logo in the SOQ?
 - a. Tucson Airport Authority will allow the use of the TAA logo by respondents in their SOQ.

- 20) The Authority recently installed two new video walls on the overhead soffit areas of the down escalators which passengers use to exit the concourse. Are respondents permitted to utilize the video walls in this new agreement? If so, to what extent?
 - a. No, the two new video walls are for Tucson Airport Authority use and not by respondents.

- 21) When is the deadline for respondents to ask questions?
 - a. Please see response to question #8.

END



Attachment 1

Pre-Submittal Conference Summary dated July 20, 2021,
and associated sign-in sheets

PRE-SUBMITTAL CONFERENCE SUMMARY

Project Name: Advertising Concession
Date: July 20, 2021
Time: 10:00 a.m.
Location: Tucson Airport Authority (TAA) TEAMS MEETING
Contracting Officer: Susan Rose
Project Director: Wendy Shepherd

SIGN IN AND INTRODUCTIONS

1. Please sign in the chat box.
2. Susan Rose welcomed all attendees and made brief introductions. She indicated that the minutes of the pre-submittal conference will be distributed to all meeting attendees and RFQ holders of record. Further addenda, if any, will be distributed only to firms on the RFQ Holders List. Respondents wishing to receive all addenda should confirm they are on the RFQ Holders List.

GENERAL INFORMATION

1. TAA shall not be held responsible for any oral instructions. Any changes to this RFQ will be in the form of an addendum, which will be furnished to all registered RFQ holders.
2. This RFQ does not obligate TAA to award the contract to any firm nor to pay any cost incurred in the proposal process or in the preparation of Statements of Qualifications (SOQs) submitted in response to this RFQ. Firms may be required to attend interviews in Tucson at a time and place to be announced. Expenses associated with such travel will be solely the responsibility of the firms. TAA reserves the right to reject any and all SOQs or to accept any firm which is deemed to be advantageous to the public and TAA.
3. The SOQ and other requested information must be completed, in its entirety, to the best of Respondent's ability and the Respondent must represent and warrant that all information contained therein is true and correct to the best of Respondent's knowledge.
4. No representative or agent of the Respondent may contact any member of the staff or Selection Committee, any member or director of TAA or any other agent or consultant of TAA, either directly or indirectly, except as follows: questions related to the RFQ or SOQ process may be directed in writing to Susan Rose by email at srose@flytucson.com. Any communication, or attempted communication, with any person other than designated shall, in the sole discretion of TAA, be grounds for disqualification of the firm.
5. Until an award and execution of a contract by TAA, only the name of each Respondent on the short list may be made available to the public. All other information received by TAA in response to this RFQ or contained in the SOQs shall be confidential. The SOQs shall be open to public inspection after the contract is awarded and executed by TAA. To the extent the firm designates and TAA concurs, trade secrets and other proprietary data contained in the firm's SOQ will be kept confidential.

6. Any questions that the Respondents may have about the RFQ or the project should be emailed to Susan Rose no later than 4:00 p.m., on Tuesday, August 3, 2021. TAA will issue the minutes of the pre-submittal conference and written responses to any questions received to all RFQ holders by email as soon after the pre-submittal meeting as possible. A final addendum, if necessary, will be issued on August 4, 2021.

7. DBE: It is the policy of the Department of Transportation ("DOT") and TAA that Airport Concession Disadvantaged Business Enterprise firms ("ACDBEs") as defined in 49 CFR Part 23 (the "ACDBE Regulations"), shall have a full and fair opportunity to participate in the performance of airport concession contracts. TAA, in compliance with 49 CFR § 23, has adopted a program regarding the participation of ACDBEs in airport concession opportunities to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. A copy of this program is available upon request. TAA has not adopted a specific ACDBE participation goal with respect to this contract, but it will monitor ACDBE participation, and all firms are strongly encouraged to use ACDBEs. All firms qualifying under this solicitation, including ACDBE firms are encouraged to submit proposals. As a matter of responsibility, firms must complete and submit a ACDBE Program Participation Form in the form provided, with its submittal. Firms and firms' subconsultant who are submitted as ACDBEs must be certified ACDBEs in Arizona in good standing prior to the date submittals are due. TAA recognizes current ACDBE certifications by the ADOT, City of Phoenix, and City of Tucson. For information regarding ACDBE firms recognized by TAA, or if you have any questions about TAA's ACDBE Program, please contact Tina Moore, TAA DBE Liaison Officer, at (520) 573-4859.

As a condition of the agreement between the parties, the Advertising Concessionaire awarded the contract will be required to report ACDBE participation efforts. Advertising Concessionaire will list (1) all certified ACDBE subconsultants providing services/products under the agreement, including services/products by Advertising Concessionaire own forces if Advertising Concessionaire is an ACDBE and (2) the estimated amount of dollars that will be paid to any ACDBE subconsultant or supplier providing services/products. This information will be reported on a form to be provided by TAA. In addition, Advertising Concessionaire must provide written confirmation from each ACDBE of its participation in the contract. Advertising Concessionaire will be required to track all payments to ACDBEs providing services/products under the agreement.

PROPOSAL REQUIREMENTS

1. Mrs. Rose reminded the proposers to review the SOQ requirements described in Section VI on pages 4 through 6.
2. Respondents should review the insurance requirements on page 3 of the RFQ to confirm that they can comply.
3. Failure on the part of a Respondent to provide any portion of the required documentation may be cause for rejection of the SOQ. In the event of any conflict between any of the SOQ documents, resolution thereof shall be at TAA's sole discretion.
4. SOQs are due on or before 2:00 p.m., local Tucson time on Tuesday, August 10, 2021, at TAA's Administration Building, and must be time stamped by the receptionist to record TAA's receipt of the SOQ. SOQs submitted after that time may not be accepted.

5. One (1) original and five (5) copies of the SOQ should be submitted to TAA and should be clearly labeled with the project title and the Respondent's name and addressed to the attention of Susan Rose.
6. SOQs may be withdrawn either personally or by written request any time before the scheduled date and time of receipt.

SELECTION PROCESS

1. SOQs from interested firms will be evaluated by an in-house Selection Committee, which will rank the SOQs based on qualifications only and select three (3) to five (5) Respondents to be short-listed. All Respondents will be notified as to which firms have been selected for the short-list.
2. The short-listed Respondents will be interviewed by the Selection Committee in person or via TEAMS. (Format to be determined)
3. The Selection Committee will prepare a final ranking of the short-listed firms, which shall be submitted to the TAA' CEO for final review and selection of the highest ranked Respondent.

SCOPE OF WORK

1. Project Director brief. (PowerPoint presentation attached)

DISCUSSION:

The floor was opened to questions and answers and discussion followed.

Q: If you are 100% ACDBE Prime, is it correct to include yourself on the ACDBE form in addition to other ACDBE partners?

A Yes, you will list yourself as a DBE and claim what part of the proposal would be considered ACDBE for your group.

cc: File: Advertising Concession

Tucson Airport Authority
 7250 S. Tucson Blvd., Suite 300
 Tucson, Arizona 85756
 (520) 573-8100
 (520) 573-8008

ATTENDANCE SIGN IN SHEET

PRE-SUBMITTAL CONFERENCE

Advertising Concessions RFQ



Date: July 20, 2021

Time: 10:00 am

Location:

Via TEAMS

Name	Company Name	Address City/State/Zip	Phone	Fax	Email
Susan Rose	TAA		520-573-4870		srose@flytucson.com
Debbie Cruz	TAA				dcruz@flytucson.com
Wendy Shepherd	TAA				wshepherd@flytucson.com
Kathy Myers	TAA				kmyers@flytucson.com
Jon Voorhees	TAA				jvoorhees@flytucson.com
Juan Villa	TAA				jvilla@flytucson.com
Ted Mann	Lamar				tmann@lamar.com
Chris Trares	Lamar		704-626-8856		ctrares@lamar.com
Kerry Adams	Departure Media				kadams@departuremedia.com
Jon Abeln	Clear Channel				JonAbeln@clearchannel.com
Shauna Forsythe	Lamar				sforsythe@lamar.com
Aliza Levin	Clear Channel				AlizaLevin@clearchannel.com
Andrew Brandstetter	Clear Channel				AndrewBrandstetter@clearchannel.com
Sabrina Chapman	Talent Resources				sabrina.chapman@talentresources.com



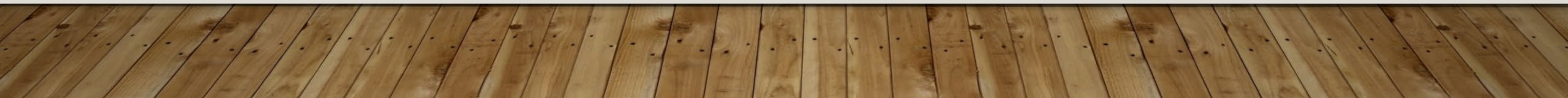
Attachment 2

PowerPoint presented at Pre-submittal

TUCSON AIRPORT AUTHORITY

REQUEST FOR QUALIFICATIONS TERMINAL ADVERTISING CONCESSIONS

Good Morning!

- Sign in with your Name, Company, and Email Address in the CHATBOX.
 - Please Mute yourself.
 - Hold questions until the end of the presentation.
 - Type your questions in the CHATBOX.
- 

TAA ADVERTISING

SCOPE

WHAT ARE OUR EXPECTATIONS

- We are looking to revitalize our advertising program



GOALS



REVENUE GENERATION



INNOVATION

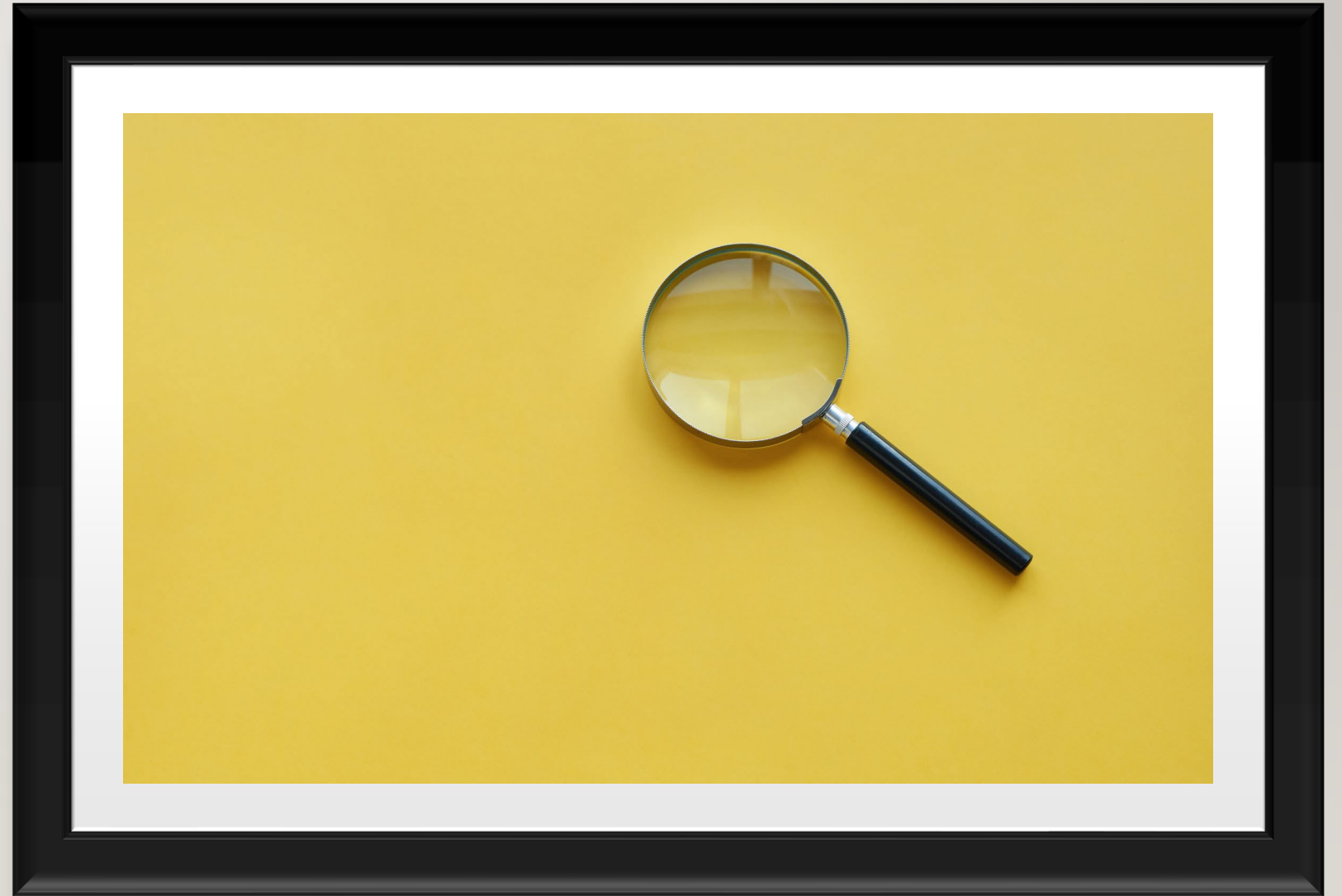


SALES TEAM WITH
EXPERIENCE SELLING
LOCAL, REGIONAL, AND
NATIONAL ADVERTISING
WITH AN EMPHASIS ON
LOCAL ADVERTISING



CONTINUALLY DEVELOP
INTEGRATED BUSINESS
PLAN FOR ADVERTISING AT
THE AIRPORT

WE LOOK
FORWARD TO
SEEING WHAT
YOU HAVE TO
OFFER US AT TUS



Questions?



Attachment 3
Answer to Question #1

August, 2016	435.48
September, 2016	497.85
October, 2016	502.15
November, 2016	497.85
December, 2016	374.41
Provision Sub-Total	2,307.74
January, 2017	481.07
February, 2017	493.09
March, 2017	506.91
April, 2017	497.85
May, 2017	502.15
June, 2017	497.85
July, 2017	1,236.48
August, 2017	51.61
September, 2017	497.85
October, 2017	502.15
November, 2017	497.85
December, 2017	602.15
Provision Sub-Total	6,367.01
January, 2018	1,000.00
February, 2018	493.09
March, 2018	506.91
April, 2018	497.85
May, 2018	502.15
June, 2018	497.85
July, 2018	502.15
August, 2018	500.00
September, 2018	497.85
October, 2018	502.15
November, 2018	497.85
December, 2018	502.15
Provision Sub-Total	6,500.00
January, 2019	500.00
February, 2019	493.09
March, 2019	506.91
April, 2019	497.85
May, 2019	502.15
June, 2019	497.85
July, 2019	502.15
August, 2019	64.52
September, 2019	551.79
October, 2019	570.18
November, 2019	551.79
December, 2019	570.18
Provision Sub-Total	5,808.46
January, 2020	570.18
February, 2020	533.39
March, 2020	75.00
April, 2020	72.00
August, 2020	570.18
September, 2020	551.79
October, 2020	570.18
November, 2020	551.79
December, 2020	570.18
Provision Sub-Total	4,064.69
January, 2021	570.18
February, 2021	515.00
March, 2021	570.18
April, 2021	551.78
May, 2021	570.18
June, 2021	551.79
Provision Sub-Total	3,329.11