



CITY OF ATLANTA

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Mayor

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DEPARTMENT OF PROCUREMENT
Adam L. Smith, Esq., CPPO, CPPB, CPPM, CPP,
CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
asmith@atlantaga.gov

March 25, 2016

Dear Proponents:

**Re: FC-8461, Concessions Promotional Services at
Hartsfield-Jackson Atlanta International Airport**

Attached is one (1) copy of **Addendum No. 2**, which is hereby, made a part of the above-referenced project.

For additional information, please contact Mr. Philippe Jefferson, Contracting Officer at (404) 865-8565, or via e-mail at pejefferson@atlantaga.gov.

Sincerely,

Adam L. Smith

ALS:pej



Addendum No. 2

**Re: FC-8461, Concessions Promotional Services at
Hartsfield-Jackson Atlanta International Airport**

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This Addendum forms a part of the Request for Proposal and modifies the original solicitation package and any prior addenda as noted below.

1. **QUESTIONS AND RESPONSES: TOTAL OF THIRTY-ONE (31) QUESTIONS, ATTACHED HERETO AS ATTACHMENT NO. 1.**
2. **REVISION TO MINIMUM QUALIFICATIONS TO INCLUDE JOINT VENTURE REQUIREMENT, ATTACHED HERETO AS ATTACHMENT NO. 2.**
3. **REVISION TO EXHIBIT A.1, COST PROPOSAL, ATTACHED HERETO AS ATTACHMENT NO. 3.**

Proposals are due **Thursday, April 7, 2016**, must be time stamped in no later than 2:00 p.m., and must be delivered to the address below:

Adam L. Smith, Esq., CPPO, CPPB,
CPPM, CPP, CIPC, CISCC, CIGPM, CPPC
Chief Procurement Officer
Department of Procurement
55 Trinity Avenue, S.W.
Suite 1900
Atlanta, Georgia 30303

**** All other information remains unchanged ****



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Acknowledgment of Addendum No. 2

Proponents must sign below and return this form with Proposals to the Department of Procurement, 55 Trinity Avenue, City Hall South, Suite 1900, Atlanta, Georgia 30303 as acknowledgment of receipt of this Addendum.

This is to acknowledge receipt of Addendum No. 2 for **FC-8461, Concessions Promotional Services at Hartsfield-Jackson Atlanta International Airport** on this the _____ day of _____, 2016.

Legal Company Name of Proponent

Signature of Authorized Representative

Printed Name

Title

Date



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PROJECT NUMBER FC-8461, CONCESSIONS PROMOTIONAL SERVICES AT
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT

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Attachment No. 1

Questions and Responses

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The following questions and /or clarifications were requested by various proponents:

1.	Question	<p>We were reviewing Bid Number 8461 and wanted to know if there is a reasoning behind this qualification? Does this qualification make the company more eligible for some reason?</p> <p><u>4.3 Proponent must have a minimum annual revenue of \$10 million dollars during three (3) of the last five (5) years;</u></p>
	Response	<i>Research showed the top agencies in Atlanta surpassed the \$10M dollar annual revenue mark.</i>
2.	Question	<p>Can you please direct me to the link where I can find the requirements and also to where the form is? I thought that it was said in the meeting that I can find all of the information that I needed on www.atlantageorgia.gov/forward/contractcompliance .</p> <p>I did find this link, but unfortunately the form did not indicate the requirements. I'm just looking for a link and/or form that will list out all of the requirements to make one eligible to be SBE certified. Before we fill out the form, I want to make sure that we even qualify.</p>
	Response	<i>On the City of Atlanta, Office of Contract Compliance page there is a section which has EBO/SBO Ordinances. If you select SBO you will find the general requirements. The specific requirements for this particular solicitation are found in the "Appendix A" section of the bid document.</i>
3.	Question	<p>Are sub's required to have the same level of insurance, bond stipulations and financial security requirements?</p>
	Response	<i>Contractor/Consultant must require and ensure that all subcontractor/subconsultants at all tiers to be sufficiently insured/bonded based on the scope of work performed under this</i>

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		<i>agreement.</i>
4.	Question	We started the vender ID and SBE process. We cannot foresee any reason why we wouldn't qualify as an SBE. Can we move forward and submit as being an SBE if we've already started the application process?
	<i>Response</i>	<i>In your submittal, please indicate on your application that you submitted your application and it is pending status. Your certification status will be verified before the contract is awarded.</i>
5.	Question	Are subcontractors also required to submit financial statements, or only the primes? What if the company is less than 3 years old?
	<i>Response</i>	<i>Only primes are required for the last three years.</i>
6.	Question	Are the SBE JV partners required to meet the annual revenue selective criteria when partnering with a Prime that meets the threshold?
	<i>Response</i>	<i>Yes the JV partnership is required to meet the annual revenue.</i>
7.	Question	Is there a desired format for the contractor cost proposal? It may be helpful for reviewing and comparing proposals e.g. hourly rates vs. project rates vs. example project costs, etc...
	<i>Response</i>	<i>See attachment #3 of this Addendum</i>
8.	Question	Should all interested parties be enrolled in the Atlanta SBE database? The gentleman who sat in for Yvette assured us that all applicants would receive a "priority review" to in order to meet the RFP deadlines. We submitted our information online last Friday (26 Feb 16) and are anticipating the login email so that we can assure a timely review and

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		acceptance. Can you tell me when we might expect the login email? And what is the normal turn-around time for review with the SME program?
	Response	<i>No. The above referenced procurement is open to <u>all</u> bidders at the prime level. Based on the inquiry, it appears that the question being asked is related to the supplier id process, not the SBE certification process. The supplier ID process is accomplished through an online application. Procurement can respond to the turnaround time for that process. The SBE certification process must be completed using a paper application. In order to meet the RFP deadline, a company seeking SBE status must either be already certified, or have an application pending by the bid due date.</i>
9.	Question	What existing research do you have that you are willing to share?
	Response	<i>Relevant existing research will be shared with the winning proponent</i>
10.	Question	Cost proposal. You ask for a cost proposal (Exhibit A.1 page 68). Please provide guidance of how you want this presented ie. Hourly, project fee, etc.
	Response	<i>See attachment #3 of this Addendum</i>
11.	Question	Does the subcontractor need to be bonded for the FC-8461 project?
	Response	<i>No.</i>
12.	Question	Can you confirm that you are looking for comprehensive advertising/marketing support to include strategy, creative and media planning/buying?
	Response	<i>Yes, that is a correct statement.</i>

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13.	Question	<p>Could you confirm the anticipated budget for this effort? Do you anticipate incremental funding from tenants (or are their dollars already included in this budget)?</p> <p>a. Are these budgets inclusive of agency fees, production and media (i.e. advertising) expenses?</p>
	Response	No
14.	Question	Where does the concessions strategy fall in regards to the overall marketing strategy of the entire Airport?
	Response	Concessions is one of the airport's top priorities. In depth information will be shared with the winning proponent.
15.	Question	What is the budget for the entire Airport marketing consulting services, related to the strategy and messaging to the Airport, excluding concessions?
	Response	To be determined
16.	Question	<p>We see that there are a lot of public statistics shared on the Airport and DOT websites, but can you provide a more topline passenger breakdown of airport traffic?</p> <p>a. Percent of passengers originating in Atlanta?</p> <p>b. Percent of traffic that is connecting through ATL domestically and internationally?</p>
	Response	Approximately 40% originating and departing, 60% connecting.
17.	Question	<p>Could you define your specific concessions revenue goal per enplaned passenger?</p> <p>a. Is there any source of revenue information you can provide (e.g. business traveler v. recreational traveler, domestic v. international, etc.)?</p>

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		<p>b. What is the priority between dining and retail? Where do you believe the greatest source of increased revenue lies?</p> <p>c. Could you provide perspective on priority of Atlanta based travelers v. those travelling through Hartsfield-Jackson? Are there any other key geographic priorities?</p>
	Response	<p><i>a) Cannot be provided based on the type of traveler</i></p> <p><i>b) Priorities change based on the market</i></p> <p><i>c) Information will be provided to the winning proponent</i></p>
18.	Question	What are the main proof points that exist for retail/concession outlets? (we understand that the Airport has a mission and vision, but in your own words, what are your proof points that drive people to the concessions)
	Response	Proof points are congruent with the airport’s mission and vision.
19.	Question	<p>Could you speak to current efforts related to driving concessions revenue in the airport? Either your own or via current retail and dining establishments/tenants.</p> <p>a. If current efforts are in place, could you provide historical budgets and media plan recommendations as reference? Have you found any tactics particularly effective (or ineffective)?</p> <p>b. If current efforts are in place, can you provide samples of current Airport creative?</p>
	Response	<p><i>a) Print, in-airport advertising, digital, events and television. Historical data to be shared with winning proponent.</i></p> <p><i>b) See website/social media and other online resources for examples of creative execution.</i></p>
20.	Question	What in-airport advertising assets are available to you for use in supporting concessions (e.g. inventory managed by Clear Channel)? Is there special pricing for your use of these assets?
	Response	<i>Various in-airport assets are available.</i>

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21.	Question	In what capacity do the airport and the current concession tenants work together? Will they/are they contributing to a co-op fund to support this effort?
	Response	<i>Tenants/airport work together closely. A co-op fund does exist.</i>
22.	Question	Do you have any relationships with the airlines or their media outlets (e.g. In Flight, Airport Clubs, email databases, etc.)? Other airport related entities (e.g. rental car companies, park and ride, etc.)
	Response	<i>Yes.</i>
23.	Question	May we reach out to potential media outlets to discuss tactical opportunities?
	Response	<i>Yes.</i>
24.	Question	What is the process following the RFP submission? a. Can we expect to present our RFP or answer an additional assignment?
	Response	<i>The process for a RFP could include interviews and evaluation based on the judgment of the project team. The process has multiple directions that it can take.</i>
25.	Question	Can you extend the RFP deadline so that bidders may have more time to put together a well thought out marketing strategy after receiving the answers in the Addendum?
	Response	<i>Deadline has been extended to April 7, 2016</i>
26.	Question	If the primary bidder is an SBE do they still need to enter an agreement with another SBE, or does the primary bidder meet the SBO requirements,

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		and can therefore bid alone?
	<i>Response</i>	This contracting opportunity is open to all bidders regardless of small business status at the prime level. The successful prime JV proponent must also demonstrate good faith efforts to subcontract 35% of the work scope to COA certified SBE subcontractors.
27.	Question	Does the entire project scope require that 35% of the services be executed by an SBE?
	<i>Response</i>	This project requires that the successful prime proponent must demonstrate good faith efforts to subcontract 35% of the work scope to COA certified SBE subcontractors.
28.	Question	If the primary bidder is not an SBE do they have to enter a joint venture agreement with an SBE or can the SBE requirement be met via subcontractors?
	<i>Response</i>	This contracting opportunity mandates that all proponents demonstrate good faith efforts to enter into a joint venture agreement with at least one other firm to pursue this opportunity at the prime level. Details regarding the components of an acceptable JV agreement may be found in the "Appendix A" section of the bid document.
29.	Question	How can a primary bidder, that is not an SBE, commit to working with SBE subcontractors, before the marketing strategy has been approved, and before the final scope of services has been determined? (How can a primary bidder commit to using an SBE production, media, web, PR, etc. partner, before those services have been approved?) The approved marketing strategy and tactics will inform the type of subcontractor needed.
	<i>Response</i>	The prime proponents should analyze all scopes of work to identify firms which are qualified to perform various different tasks with in the various scope of work.

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30.	Question	Would submitting a lengthy list of potential SBE partners on FORM SBO- 2, but not committing to enter into a formal agreement with any of them on FORM SBO-3 meet the requirements of good faith outreach efforts? The primary bidder would not commit to working with them because the scope of services that they preform has not been approved by the Airport.
	Response	<i>No. The appendix A requirements includes the Covenant of Non-discrimination (SBE1), the outreach documentation forms (SBE2) and Utilization Form (SBE-3). All forms must be completed in their entirety.</i>
31.	Question	Do bidders have to be SBE certified by the RFP response deadline, or just submit the certification forms by the deadline? Can we take the assumptive that we will be certified as an SBE if we know we meet the requirements detailed in the SBO certification application?
	Response	This contracting opportunity is open to all bidders regardless of small business status at the prime level. The successful prime JV proponent must also demonstrate good faith efforts to subcontract 35% of the work scope to COA certified SBE subcontractors.

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THE FOLLOWING ARE CHANGES AND / OR MODIFICATIONS TO THE PROPOSAL
DOCUMENTS

REVISION TO MINIMUM QUALIFICATIONS STATEMENT PART 1, SECTION 4.1, PAGE
4

Delete:

Proponent must submit a complete proposal package by the due date in response to
this RFP;

Replace with:

A Joint Venture is required.

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Attachment No. 3

THE FOLLOWING ARE CHANGES AND / OR MODIFICATIONS TO THE PROPOSAL DOCUMENTS

REVISION TO COST PROPOSAL, EXHIBIT A.1, PAGE 68

Delete:

Replace with:

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EXHIBIT A.1

COST PROPOSAL

BASE PERSONNEL CLASSIFICATIONS/FULLY BURDENED HOURLY BILLING RATES FOR TASK ORDERS

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EXHIBIT A.1

**BASE EMPLOYEE CLASSIFICATIONS/FULLY BURDENED HOURLY BILLING RATES FOR TASK
ORDERS**

CONSULTANT NAME: _____

<u>Personnel Classification</u>	<u>Fully Burdened Hourly Billing Rate</u>¹
1. Project Director	_____
2. Art Manager	_____
3. Copywriter	_____
4. Graphic Designer	_____
5. Planner	_____

¹ This table is provided for purposes of negotiation. The City intends to finalize this table to include the base employee classifications necessary to render Services under this Services Agreement and the applicable fully burdened hourly billing rates, which will apply to all Services provided under any Task Order. The rates are to remain set at these levels for 2-years of the initial term. Consideration of increased billing rates will be given for the final year of the initial term and as part of the renewal option. This table will be finalized and included in Exhibit A.3 attached to any Services Agreement awarded pursuant to this solicitation. Proponent should be prepared to present its audited overhead rates in support of the proposed billing rates.