

# Memorandum

**To:** Potential Vendors  
**From:** Tiffany Johnson, Marketing Analyst  
**Date:** Thursday, March 01, 2018  
**Re:** Terminal Advertising Concession – request for quote

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Phoenix-Mesa Gateway Airport Authority (PMGAA) is seeking quotations for a Terminal Advertising Concession Agreement. Interested parties must meet the following minimum criteria:

- 2 years airport advertising sales experience
- Familiarity with the Phoenix airport system
- 2 years experience working with Phoenix ad agencies
- 2 years experience writing and executing legal agreements
- Must pass background check to obtain SIDA badge
- Must abide by the PMGAA Airport Rules & Regulations ([read](#))

Agreement details:

- 1-year term
- Authority to sell designated advertising locations and media with a focus on the secure side:
  - Two outdoor mesh wall ads (hardware in-place)
  - Pet park sponsorship
  - Outdoor vehicle space
  - Annex (gates 1 – 4); current advertising hardware is not currently in place
  - Available columns (vinyl wrap), light boxes, wall and floor graphics at gates 5 – 8
  - Baggage carousels
- PMGAA will provide Title VI and ACDBE language that must be included in agreements executed with clients. Copies of agreements must be provided to PMGAA.
- Must submit monthly concession revenue report along with payment by 20<sup>th</sup> of each month for the previous month.
- Must submit quarterly report showing goods and services provided by ACDBEs or good faith efforts to utilize ACBDEs.

Interested and qualified parties must submit the following information:

- Company information – name, address, brief background
- Proposed ACDBE Participation Form (Attachment A) ACDBE Letter of Intent, from each proposed ACDBE (Attachment B)
- Sales representative information – name(s), experience with airport advertising, Phoenix ad agencies (include agency names), and executing legal agreements.
- Additional relevant information
- Proposed commission percentage

The agreement will be awarded to the company that is most qualified according to the above requirements and proposed commission percentage.

**Please submit your quote to Tiffany Johnson at [tjohnson@gatewayairport.com](mailto:tjohnson@gatewayairport.com) no later than 3:00pm (MST) on Thursday, March 29, 2018.**

*Please note:*

The requirements of 49 CFR Part 23, regulations of the U.S. Department of Transportation, apply to this concession. It is the policy of PMGAA to practice nondiscrimination based on race, color, sex, or national origin in the award or performance of this contract. All Offerors qualifying under this solicitation are encouraged to submit quotations. Award of this concession will be conditioned upon satisfying the requirements of this quotation specification. These requirements apply to all concessionaires and suppliers, including those who qualify as an ACDBE.

PMGAA's ACDBE program goal for all non-car rental concessions is 10% as stated in the PMGAA ACDBE Program submitted and approved by the FAA. This request for quotation requires submittal of Attachment A, identifying Offeror's proposed ACDBE participation and Attachment B, a signed letter of intent from each ACDBE. The successful Offeror will be held to the percentages of ACDBE participation in their quotation (Attachment A) and required Good Faith Effort documentation if stated commitments cannot be met, as defined in 49 CFR Part 26, Appendix A.

The agreement entered into based on an award through this request for quotation is subject to the requirements of the U.S. Department of Transportation's regulations, 49 CFR Part 23. The concessionaire agrees that it will not discriminate against any business owner because of the owner's race, color, sex, or national origin in connection with the award or performance of any concession agreement, management contract, or subcontract, purchase or lease agreement, or other agreement covered by 49 CFR Part 23.

PMGAA, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 USC §§ 2000d to 2000d-4) and the Regulations, hereby notifies all bidders or offerors that it will affirmatively ensure that any contract entered into pursuant to this advertisement, airport concession disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.



**ATTACHMENT A**  
**PROPOSED ACDBE PARTICIPATION**  
 (TO BE COMPLETED BY OFFEROR)

NAME OF OFFEROR \_\_\_\_\_ PROJECT DESCRIPTION Terminal Advertising Concession

ACDBE FIRM NAME	PRINCIPAL CONTACT	ADDRESS/PHONE	SCOPE OF WORK	\$ VALUE OF WORK	% OF ACDBE

THE UNDERSIGNED OFFEROR HAS SATISFIED THE REQUIREMENTS OF THE QUOTATION REQUEST IN THE FOLLOWING MANNER (PLEASE CHECK THE APPROPRIATE SPACE):

THE OFFEROR WILL MEET OR EXCEED THE ACDBE PROGRAM GOAL OF 10% AND IS COMMITTED TO A MINIMUM OF \_\_\_\_\_% ACDBE UTILIZATION ON THIS CONTRACT.

**OR**

THE OFFEROR (IF UNABLE TO MEET THE ACDBE PROGRAM GOAL OF 10%) IS COMMITTED TO A MINIMUM OF \_\_\_\_\_% ACDBE UTILIZATION ON THIS CONTRACT AND SHOULD SUBMIT DOCUMENTATION OF GOOD FAITH EFFORTS TO PMGAA AT TIME OF QUOTATION SUBMITTAL.

THE UNDERSIGNED HEREIN AFFIRMS THAT THE OFFEROR WILL ENTER INTO A FORMAL AGREEMENT WITH THE ACDBE CONSULTANTS / CONTRACTORS / SUPPLIERS LISTED HEREIN CONDITIONED UPON THE EXECUTION OF A CONTRACT WITH PHOENIX-MESA GATEWAY AIRPORT AUTHORITY.

Signed By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## ATTACHMENT B

### LETTER OF INTENT TO PERFORM AS A SUBCONSULTANT/SUBCONTRACTOR/SUPPLIER (TO BE COMPLETED BY THE ACDBE SUBCONTRACTOR/SUPPLIER)

**PROJECT DESCRIPTION: TERMINAL ADVERTISING CONCESSION**

**TO:** \_\_\_\_\_ (Insert name of prime contractor or general bidder)

- The undersigned is certified as an ACDBE as of the date of this quotation with the following agency:  
 \_\_\_ City of Phoenix     \_\_\_ City of Tucson     \_\_\_ AZ Department of Transportation  
 \_\_\_ Other (please provide agency name and complete Attachment C)
- The undersigned is prepared to perform the following scope(s) of work on the above referenced project:

COMPLETE THIS PORTION IF SCOPE OF WORK IS BID BY UNIT PRICE OR HOURLY RATE (TRUCKING, HAULING, UNIFORMED OFFICERS, ETC.)			
Description	Unit/Hour Estimate	Unit/Hourly Price	Total Minimum Contract Amount
			\$

COMPLETE THIS PORTION IF SCOPE OF WORK IS NOT BID BY UNIT PRICE OR HOURLY RATE	
Description	Total Bid Amount
	\$

- The undersigned affirms that of the trucking/hauling work quoted above, the following applies:

# of trucks needed to perform the project _____	# of trucks owned by ACDBE to be used on project _____
# of trucks to be leased from an ACDBE _____	# of trucks to be leased from a non-ACDBE _____

- The undersigned affirms the amount of fees and commissions for work quoted above is as follows:  
 Unit Price Bid \$ \_\_\_\_\_ Fees/Commissions Portion of Bid \$ \_\_\_\_\_
- The undersigned will sublet and/or award \$ \_\_\_\_\_ of work bid to a non-ACDBE firm
- The undersigned will sublet and/or award \$ \_\_\_\_\_ of work bid to another certified ACDBE firm

On the \_\_\_\_\_ day of \_\_\_\_\_, 2018, by signature below, the undersigned agrees to enter into a formal agreement/subcontract for the work cited herein should the Offeror/prime contractor receive award of this contract from the Phoenix-Mesa Gateway Airport Authority.

\_\_\_\_\_  
Print ACDBE Firm Name

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Print Name and Title