



Advertising Management Concession

ADDENDUM #2

Date: July 27, 2023

The purpose of **Addendum #2** is to provide answers to questions received by the due date and time. Note that duplicate questions are only answered once.

QUESTIONS & ANSWERS

Ad Policy Document

1. Section 4.1.3: How does the Authority market Direct Advertising locations and does this compete with Contract Advertising? Are any Direct Advertising agreements in place at present, and if so, what companies or entities are involved? *The Authority does not currently market Direct Advertising locations, we have no intention of competing with contract advertising. There are no direct advertising agreements in place at this time.*
2. Section 4.3.1 (B) Prohibited Advertising includes Real estate and employment opportunities.
 1. a. There is currently a real estate firm advertising in T1. Will this contract be terminated by the incumbent? *Real estate as it relates to commercial business is allowed, direct marketing of residential properties is prohibited.*
 2. Please explain the reason real estate and employment recruiting are prohibited? Do you expect that could change in the future? *This was a policy decision. We are open to discussing the Policy with the successful proposer and potentially making changes in the future if there is a legitimate argument and business case.*

RFP Document

Article 1, Sect 1.1.iv "Gross Sales" excludes "brochure printing". Please include any printing of advertising materials (ex: printing of wall wraps or tension fabric signs). Ad concessions don't typically print brochures but do print ad postings.

This section only allows for exclusions if the concessionaire passes through the charges with no markup. The advertising concessionaire often coordinates printing or production for advertisers as a client service, or because the product needs to be exact sizing when received/installed. This service benefits the advertiser, the concessionaire and the airport. Please reconsider allowing the concessionaire to charge a markup to compensate staff time for the coordination.

Section III - Scope of Services

Who will own the existing equipment at the end of the current contract? RDU currently owns the equipment and with the exception- *RDU owns the 55" monitors in the terminal. The pre-proposal conference will include a walk through of the terminal where the RDU owned assets will be specifically identified. RDU does not own the wave screen.*

Will the existing equipment remain and who will be responsible for removing the existing equipment? *See above.*

Please confirm the Authority's intent with this management contract:

1. Proposers will present a capital improvement plan which the Authority will consider, approve, then purchase all equipment and networking/mounting/electrical equipment? **Yes**
2. Proposers will present the capital improvement plan for Authority approval, and be responsible for purchase, then be reimbursed by the Authority? **Not likely**
3. Who will be responsible for all costs associated with the installation and networking of the program? **RDU. The current program is on RDU's network.**
4. Who will be responsible for the ongoing operations and maintenance (goods and services) charges associated with the program, as supplied by vendors and subcontractors? **For any assets other than digital it will be the responsibility of the successful proposer.**

ACDBE Participation

1. Page 7 of the RFP stipulates that an ACDBE goal of 7% has been established and may be achieved through the purchase of Goods and Services. However on Page 19 of the Concession Agreement, the goal is stated as 29% of total gross sales. Please confirm that the language in the RFP document prevails. **The RFP goal is correct, this can be achieved through gross sales OR goods and services. The successful proposer's ACDBE goal as stated in the winning proposal will be included in the Concession Agreement.**
2. Section VII - Award Process: The evaluation criteria is stipulated as: Financial Projections, Financial Background, Revenue Split, and Future Program Assets - Maximum of 35 points. Would the authority please offer clarification of how these items will be weighted and what information is requested of "Future Program Assets"? **These are not separately weighted. Future program assets is detailed in paragraph 4 of Section 5- Financial Projections, Financial Background, Revenue Split, and Future Program Assets.**

Approved Advertising Locations

1. Are the Cedar Creek Gallery display cases part of the advertising concession? Who owns the display cases? Is it anticipated that these display cases will remain? **These will not remain; the pre-proposal conference will include a walk through of both terminals where the advertising assets and locations will be thoroughly explained.**
2. Did the incumbent concessionaire provide the LED "Wave" display in T2? Is this equipment remaining or will it be removed? If it will be removed, by whom? **Removed**
3. Is it anticipated that the Authority will provide network access to any new or continued digital displays? **The current program is under RDU's network, and the new program will continue under our network.**

END OF QUESTIONS & ANSWERS

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