

SUPPLEMENTAL

COUNCIL AGENDA: 1/9/07
ITEM: 2.3



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: William F. Sherry, A.A.E.

SUBJECT: ADVERTISING REQUEST
FOR PROPOSAL TERMS
AND CONDITIONS

DATE: 12/14/06

Approved

Date

12/15/06

REASON FOR THE SUPPLEMENTAL

On November 16, 2006, staff held a Stakeholder Outreach Meeting with the advertising firms that expressed an interest in the upcoming Advertising Request for Proposal (RFP). The purpose of the meeting was to provide the advertising firms an opportunity to review and comment on the basic terms and conditions of the upcoming RFP. Based on feedback received both during the meeting and in follow-up correspondence, staff has revisited certain issues and has agreed to modify certain provisions of the RFP documents:

- The definition of Gross Revenues will be modified to provide for an exclusion of the agency fee. This fee is based on certain services in connection with the advertiser's planning, preparing and placing of advertising for certain of advertiser's products. This exclusion has become standard practice in aviation industry advertising programs. By permitting the exclusion, the City will enable more companies to bid thus creating a more competitive environment in which to conduct the RFP process.
- We will include the new Terminal B and North Concourse, when they become available, as part of the In-Terminal Option#1 package. The Minimum Annual Guarantee and capital investment will be modified to include the new facilities.
- Staff will be adding the following language to the RFP document to help insure the integrity of the RFP process:

"From the date that this RFP is posted on the City's Airport web site until the date that the City Manager issues a written recommendation to the City Council regarding a recommended award of this concession, potential proposers, proposers and any persons working for or representing potential proposers or proposers shall not engage in any written or oral communications regarding this RFP with any City Council Member or City employee other than the City employee designated in section 16 of this RFP.

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Notwithstanding the preceding paragraph, nothing in this RFP shall prohibit any potential proposer, proposer, or any persons working for or representing potential proposers or proposers from communicating with any person in the City, including, but not limited to the City Council, regarding an alleged failure of a City employee to follow the procedures or requirements of this RFP, or any alleged misconduct or impropriety of a City employee related to this RFP.

Communications regarding this RFP with any City Council Member or City employee other than the City employee designated in section 16 of this RFP from the date that this RFP is posted on the City's Airport web site until the date that the City Manager issues a written recommendation to the City Council regarding a recommended award of this concession shall result in a proposer's disqualification from further consideration..”



WILLIAM F. SHERRY, A.A.E
Director of Aviation
Airport Department

Please direct questions to William Sherry, Director of Aviation, at (408) 501-7669.