

**City of Philadelphia  
Procurement Department**

**Addendum No. 1**

**Dated: 9/23/2012**

**Concession RFP: C-101-12**

**RFP Submission Date: October 28, 2012**

**NOTICE**

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**It is the sole responsibility of the respondent to ensure it has received any and all addenda and the Procurement Commissioner may in his/her sole discretion reject any proposal for which all addenda have not been executed and returned.**

**PROPOSAL FOR**

**DEVELOPMENT and OPERATION of  
AIRPORT ADVERTISING PROGRAM (S)  
at  
PHILADELPHIA INTERNATIONAL AIRPORT**

**RFP # C-101-12**

**IS AMENDED AS FOLLOWS**

1. The preproposal meeting held on September 8 was MANDATORY.  
**This opportunity is only open to firms confirmed present for this meeting.**
2. The deadline for submitting questions is **5:00 PM** on September 16, 2011. Oral communications from City personnel or other persons shall not be binding on the City and shall in no way modify the provisions of this RFP.
3. Attached please find questions received for this opportunity and the City's response.
4. Please find attached sign in sheet/ business cards from the preproposal meeting held on September 8.
5. Attached please find Exhibit A.

6. Attached please find the presentation from the preproposal meeting.
7. Requests for a WORD copy of Section 5, are to be sent via email to:  
Angela.Rooney@PHL.org

Please sign, date, and return this addendum with your proposal, as it now becomes a part of your proposal.

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Name of Company

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Address

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Telephone/Fax/Email Address

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Signature/Title

Addendum #1 RFP- No. C-101-12  
Philadelphia International Airport

1. The contract is a non-exclusive contract. Is it fair to say that the successful Proposer will have the exclusive rights on the assets that are being competed for in this RFP?

**Please refer to RFP Section 2.1.1. Proposals will be accepted for the Advertising Program and Network Programming Services or both. It is anticipated that one Proposer will be selected for each service, although preference may, but not necessarily, be given to a Proposer that incorporates both Programs into a single Proposal.**

2. Would it be possible to add language that would give the successful Proposer first right of refusal on any new media that is introduced during the term of the agreement?

**The selected Proposer will have the opportunity to propose on any new media introduced during the term of the contract.**

3. Will the City consider a 10-year term for the contract?

**Please refer to the response to question #42.**

4. If not, will the City allow for a 10-year amortization on any capital expended on new media?

**The capital investment will be amortized on a straight-line basis over the term of the contract.**

5. In the event the successful Proposer does not renew the contract, that organization would recover its unamortized capital investment either from the City or from the new concessionaire?

**No.**

6. The RFP talks about one or two concession agreements that you are considering entering into. Can you explain how this contract would be broken into two?

**Please refer to the response to Question #1.**

6. Attached please find the presentation from the preproposal meeting.
7. Requests for a WORD copy of Section 5, are to be sent via email to:  
Angela.Rooney@PHL.org

Please sign, date, and return this addendum with your proposal, as it now becomes a part of your proposal.

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Name of Company

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Address

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Telephone/Fax/Email Address

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Signature/Title

Addendum #1 RFP- No. C-101-12  
Philadelphia International Airport

7. Will the City accept comparable experience in the Out of Home business even if the organization does not operate an airport advertising contract currently?

**Yes.**

8. Who owns the existing advertising inventory?

**With the exception of the MUFIDs, the existing advertising inventory is provided under the Clear Channel Outdoor Inc. concession agreement.**

9. In the event that the contract is terminated for convenience, how will the concessionaire recover its unamortized capital expenditures?

**Any capital expenditures will be amortized on a straight-line basis over the term of the contract. Any unamortized investment will be returned to the concessionaire.**

10. Will the City accept a Letter of Credit in lieu of a Performance Bond?

**Yes.**

11. Attachment E DBE Goals. Will the goal for this contract be applied against controllable expenses by the contract? That is how the majority of our contracts are calculated.

**More information is required to explain what is meant by “the DBE goals which are expressed as a percentage of controllable expenses by the contract”.**

12. When does the existing airport advertisement concession agreement expire?

**April 30, 2012.**

13. Is it the intent that the new airport advertising programs(s) will commence at the end of the existing agreement?

**Yes.**

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14. Please provide maps of the terminals in CAD format to create the required schematic floor plan of advertising concession spaces.

**Please see uploaded AutoCAD drawings, which show all PHL terminals for the ramp and concourse levels, on the airport's ftp site. They can be downloaded by using the following information:**

**<ftp://151.204.51.55/planning>**

**User Name: planuserone**

**Password: mj\*7.3p**

**The folder to download is named: Terminals (Levels 1 & 2)**

15. Are the current advertisement displays available for use as part of the new advertising display program(s) or are all Proposers required to install new fixtures?

**No, the current advertising displays are not available for use. All Proposers are required to install new fixtures.**

16. If the existing display fixtures are owned by the existing airport concessionaire, will they be required to remove the displays and restore the wall at the end of the current agreement?

**Yes.**

17. If the Proposer does not currently have a Business Privilege License and City of Philadelphia Business Tax Account Number, does the Proposer need to obtain these in order to submit a bid or, alternatively, is it permissible for the Proposer to obtain these if and when they are selected to enter into negotiations with the City?

**A Proposer does not have to be in possession of the above referenced license and tax account number to bid on this opportunity but, must have a Business Privilege License and City of Philadelphia Business Tax Account Number before entering into a concession agreement with the City.**

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Philadelphia International Airport

18. Is it permissible to wrap both the interior and the exterior of the jet bridges? Does the City own 100% of the jet bridges or are they leased in whole or part to the airline tenants?

**The City owns the jet bridges and may consider this strategy on a case-by-case basis.**

19. Please confirm that the concessionaire would be paid for the unamortized value of the fixtures installed by the concessionaire in the event that concessionaire is terminated for convenience by the City at any time during the term of the concession.

**Please refer to the response to question #9.**

20. Please confirm the Minimum Annual Guarantee proposed will be valid throughout the entire term of the concession, and that Proposers are not allowed to offer different MAG amounts for each contract year.

**The City may consider different MAG amounts for each contract year.**

21. We request that you allow the Proposers to propose separate percentage fees for different media types and technologies.

**This is acceptable.**

22. Please provide the weight that will be assigned to each of the selection criteria in order for us to design an Airport Advertising Program that best suits the needs of the City.

**The criteria are not weighted.**

23. Please provide the 2011 monthly gross sales by Clear Channel Airports for May, June, and July.

**Please see Exhibit A attached.**

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Philadelphia International Airport

24. Please provide us with terminal maps showing the existing advertising locations.

**This is not currently available.**

25. Is there a draft concession agreement for the Airport Advertising Program available for review and comment?

**This is not currently available.**

26. Page 56 (item 1) a, b c - Workers Compensation - Since the Proposer does not have any employees that will be working at the Philadelphia International Airport are we still required to carry our own Workers Compensation. Independent contractors will be hired to install the units and will carry their own workers compensation. That said, would their insurance be acceptable by the Philadelphia Airport?

**The Commonwealth of Pennsylvania requires all employers, with one or more employees, to maintain workers compensation coverage. Independent contractors are also required to comply with this requirement.**

27. Page 56 (item 3) a, b Automobile Liability Insurance –The Proposer will provide Non-owned and Hired Auto liability, however, independent contractors will provide their own auto insurance for their own vehicles. That said, would the contractors' vehicles insurance be acceptable by Philadelphia Airport?

**Yes, contractors' vehicle insurance will be acceptable provided that it complies with the City's requirements.**

28. Page 57 (item 6) a, b Professional Liability Insurance– Could you please explain why this coverage is required?

**This coverage is required as it provides protection against liability for damages caused by errors, omissions, or mistakes in the performance of professional duties.**

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Philadelphia International Airport

29. Page 58 (item 4) Furnishing original copies of all insurance within 10 days not from the time the contract is sign but only when a written request by City. Can you please clarify this statement?

**The City, in its sole discretion, may need to review the actual insurance policies carried by the successful Proposer to obtain policy information that may not be available on Proposer's Certificates of Insurance.**

30. Page 58 (item 5). All insurance policies shall provide for at least thirty (30) days prior written notice to be given to the City in the event coverage is materially changed, canceled, or not renewed. At least ten (10) days prior to the expiration of each policy. Concessionaire shall deliver to City a certificate of insurance or certificates of insurance evidencing a replacement policy to become effective immediately upon the termination of the previous policy. Please explain the 10 days prior to expiration of each policy. Also does this apply to non-payment?

**Evidence of renewal or replacement insurance is required to assure that coverage remains in force without any gaps in coverage. This requirement also applies for issues of non-payment.**

31. Page 58 (item C). Concessionaire shall not do or suffer to be done, any matter or thing whereby, or in consequence whereof, the policy or policies of insurance shall become voided or suspended, or which increase the risk or hazard of fire in or on the Airport unless, in the latter case only, such increased risk or hazard is adequately insured in City's sole discretion and the use creating such increased risk or hazard is permitted hereunder Can you please explain this?

**The successful Proposer shall conduct its operations in a safe manner in compliance with City rules and regulations.**

32. Will everyone who has submitted questions be privy to all questions and their answers regarding this Request for Proposal?

**Yes, this list represents all questions received by the City in response to this opportunity prior to the deadline set forth in the RFP.**

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Philadelphia International Airport

33. Will the development and operation of the Airport Advertising Programs at the Philadelphia International Airport provide the areas/space required for our equipment, maintenance, staff, etc.?

**Yes.**

34. The existing inventory indicates that there are 34 LCD (CNN) screens and 59 MUFIDS monitors. Most all the others are static graphic displays of one kind or another. Upon receipt of the bid for the City of Philadelphia Airport Advertising Program, would the Respondent be responsible for all the other mediums besides our monitors?

**Yes, the selected Proposer will replace all trade equipment with the exception of the MUFIDS.**

35. The Proposer shall carefully examine the terms of this RFP and shall investigate and inspect the airport facilities at PHL, including without limitation the Airport Layout Plan and Passenger Traffic Analysis information contained in this RFP. Could this possibly cost more than our security deposit of \$50,000?

**The City has no response.**

36. The RFP requires eight (8) original proposals be submitted. Please clarify what constitutes an original proposal. Or is it acceptable to submit one original proposal and seven copies.

**Please provide eight (8) originals copies with original signatures.**

37. Our financial statements are voluminous, would it be acceptable to submit the required three year annual audited reports in an electronic format such as a CD or thumb drive?

**This is acceptable. Please provide eight (8) copies of whatever medium you utilize.**

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38. On page 31- Concessionaires are required to list programs operated in the past 5 years. We have over 265 contracts and the information requested is voluminous. Would it be possible to limit this amount to a specific number of airports that are comparable in size to the Airport?

**In response to this question, a Proposer may limit its response to airport contracts held within the last five (5) years that are of comparable size and scope to Philadelphia International Airport.**

39. It was indicated during the preproposal meeting that the current advertising signage would be removed by the incumbent and that the City expected all new hardware (signage) to be provided by the select Proposer exclusive of the new incumbent. Is the removal and expectation the same for both the Advertising Program and the Network Programming Opportunity? If not, Please explain.

**Yes.**

40. At the preproposal meeting, it was indicated that multiple percentage payments (different percentages for different signage types such as static and technology) of Annual Gross revenues could be proposed. On 5.1.1 of the Proposal Forms, there is only space for one percentage and it is indicated that the form may not be modified. How would you like us to note multiple percentages?

**Please add additional pages as necessary.**

41. At the preproposal meeting, it was indicated that different Minimum Annual Guarantee (MAG) could be proposed for each year of the seven (7) year term. Proposal form 5.1 included in the RFP does not allow for this. Additionally, it has been proven in the industry that this sets the environment to encourage Proposers to "bid" higher MAGs in later years of the term to bulk up their aggregate MAG. Time has proven that it is impossible to predict the economy and thus advertising sales 3, 5, 7 years into the future. This practice can be misleading and risky to all and result in unsustainable or highly compromised programs. An approach used in recent years is to allow Proposers to project and bid two years into the future- the first to assume the current ad program and the second for full build and sell in. Allow the bid of a first and second year MAG and then have the future years MAGs automatically adjusted up to 85% of the previous year's total airport payment- never to go below the year one or two MAGs. Would you consider this approach and limiting MAG offer to the first two years of the term?

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**The information and materials requested in Section 5 must be completed in accordance with the terms and conditions of this RFP.**

**It is the Proposer's option to propose an alternate approach in addition to the above referenced mandatory submission. It is the sole discretion of the City to consider any such alternative approach.**

42. The term of the concession agreement contemplated by the RFP is seven (7) years. Will the City kindly consider allowing for a three (3) year extension option to be negotiated by the selected Proposer; therefore, a seven (7) year initial term with a three (3) year extension option contingent upon a secondary capital infusion? The reason for the request is that many of today's most advanced mediums will need to be replaced by years five (5) and six (6) base on their lifespan and the fast evolving pace of technology. A seven (7) year term without the ability to extend does not allow for this as a major investment to replace/upgrade cutting- edge media in years five (5) and six (6) will be prohibitive with only one or two years left to depreciate such a substantial reinvestment.

**The term of the concession agreement contemplated for this RFP is for a seven (7) year term. To be considered, any proposal must include a seven (7) year term.**

**The Proposer may at its option propose an alternative approach including a ten (10) year term. It is in the sole discretion of the City to consider any such alternatives.**

43. Are the spaces in the passenger seating areas at the gates available for advertising?

**Please refer to Attachment H of the RFP for specific areas where advertisement opportunities exist. Additional locations may be proposed and may be considered on a case-by-case basis.**

44. What is the current network structure of the airport?

**Multiple routers interconnected with switches for end point device connections.**

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Will the vendor have access to the data closets?

**No, but access may be coordinated through the City.**

Will the vendor have access to fiber links between the data closets?

**No.**

45. Can you verify that all of the existing advertising devices are owned by the current contractor?

**Please refer the response to question # 8.**

Was there ever a depreciation schedule that would have reduced the cost over time agreed to by the City and Clear Channel?

**No.**

46. Concerning the existing advertising program, please outline what advertising equipment is owned by the existing advertising concessionaire and will be removed at the end of the contract term, and what advertising equipment is owned by the airport and will be retained. Specifically:

What is the status of the Free Charging Stations?

Does the airport own this amenity or does the existing concessionaire?

**Please refer to the answer for question #8.**

Are we expected to propose replacement charging stations if these are removed?

If these charging stations are owned by the airport and will remain, can Proposers assume they will become revenue generating displays for the new program?

**No. Respondents may but are not required to propose this option as part of their proposal.**

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47. What is the status of the Hotel Courtesy Phone Centers?  
Does the airport own this amenity or does the existing concessionaire?

**Please refer to the answer for question #8**

Are we expected to propose replacement courtesy phone centers if these are removed?

If the courtesy phone centers are owned by the airport and will remain, can Proposers assume they will become revenue generating displays for the new program?

**No. Proposers may, but are not required to, propose this option as part of their proposal.**

48. What is the status of the backlit displays located below the FIDS?  
Does the airport own these displays or does the existing concessionaire?

**This equipment is owned by the City.**

Are we expected to propose replacement backlit FIDS if these are removed?

If the backlighting is part of the FIDS display and will remain, can Proposers assume they will become revenue generating displays for the new program?

**No.**

50. What is the status of the CNN Network displays located throughout the airport?

Who owns the LCD monitors – the airport, existing concessionaire, or CNN?

**AC Holdings Inc. d/b/a CNN Airport Network provides the LCD monitors under its agreement with the City.**

Are we expected to propose replacement LCD screens if these are removed?

**Yes.**

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If these LCD screens remain, can Proposers assume they will become revenue generating displays for the new proposed Network Program?

**The screens will not be available.**

51. What is the status of the LCD Screens attached to the MUFIDS?  
Does the airport own these LCD's or does the existing concessionaire?

**The City owns this equipment.**

Are we expected to propose replacement LCD's if these are removed?

**They will not be removed.**

If these LCD's are part of the MUFIDS displays and will remain, can Proposers assume they will become revenue generating displays for the new program?

**Yes.**

52. After the Baggage Claim/ Baggage Carousel construction is completed, what will be the total number of operational baggage carousels in the PHL airport?

**There will be 22.**

53. Section 1.8.2 allows the City to return all or a portion of the \$50,000.00 Security payment if the successful Proposer refuses to execute a contract. No contract is attached to this RFP and the Proposers are thus unable to evaluate the terms and conditions that will be contained in the contract other than certain provisions set forth in Section 4.4. If the contract terms are not acceptable to the successful Proposer, will the City consider amending this language to provide for the return the full security amount?

**No.**

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Philadelphia International Airport

54. Section 2.1.1 says that a preference may, or may not, be given to a Proposer who incorporates both Programs into a single proposal. This language makes it impossible for a Proposer to make an informed decision as to whether to submit a proposal on one or both Programs. Can this section be clarified and made more specific?

**Please refer to the response to #1.**

55. Section 2.3.7 (c) is confusing. It first states that Proposers shall submit an outreach plan with their proposals but then goes on to say that the City reserves the right to request this at any time prior to the execution of the agreement. Please advise if an outreach plan must be submitted with the Proposal.

**No, proposers are not required to submit an outreach plan with their proposals. However, the City reserves the right to request any clarifying information at any time prior to the execution of a concession agreement.**

56. Section 2.3.9 requires the completion of Attachment F (City of Philadelphia Tax Status and Clearance Statement Form). Please confirm that out of state Proposers who have never before done business in the City of Philadelphia will not be required to obtain a Business Tax Account Number or Business Privilege License Number until they are selected as the winning Proposer. Also, please confirm that qualification to do business in the Commonwealth of Pennsylvania will not be required until the Proposer is selected as the winning Proposer.

**Please refer to the response to question #17.**

57. Section 4.1.1 states that no erasers or alterations of any kind shall be made to the Section 5 Proposal Form. In the event an out of state Proposer intends to obtain all required business authorizations and licenses after being selected as the winning Proposer (which Section 5.2.4 (c) contemplates), how can that Proposer then warrant and represent in Section 5.5.4 that it is certified to do business in the Commonwealth of Pennsylvania and the City of Philadelphia? Can a Proposer modify the language in this section, if necessary, or will the City provide clarification?

**Yes, an out of state Proposer must be in good standing in their State.**

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**In regard to Section 5.5.4, as long as the Proposer satisfies the requirement as set forth in the answer to question#17, and the proposer agrees to satisfy the requirements stated therein the Proposer may represent and warrant the required business authorizations and licenses if and when the prospective Proposer becomes the selected Proposer.**

58. Where should the responses to Section 5.2.1 A, B, and C be inserted?

**Please submit your responses in the format described in Section 5. You are permitted to add additional pages as necessary.**

59. Where should the response to Section 5.2.2 C and D be inserted?

**Please refer to the response to question # 58.**

Is the response to Section 5.2.2 E limited to the 11 lines on Page 31 of the RFP? If not, where should that response be inserted?

**Please refer to the response to question # 58.**

60. Where should the responses to Section 5.2.3 A, B, C, and E (letters of reference) and F (bank line of credit letter) be inserted?

**Please refer to the response to question # 58.**

61. Where should the response to Section 5.2.5 be inserted?

**Please refer to the response to question # 58.**

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62. Is the Respondent to only list four (4) corporate officers in response to Section 5.3.2 (Page 40) if there are more than four (4)?

**Please refer to the response to question # 58.**

63. Where should responses to Section 5.4.1 and 5.4.2 be inserted?

**Please refer to the response to question # 58.**

64. Where should the Equal Employment Outreach Plan and Attachment E (Section 5.4.3) be inserted?

**Please refer to the response to question # 58.**

65. Due to the unique nature of this RFP and the partnerships involved (i.e. broadcast and technology providers, ACDBE's etc.) will the airport please extend the due date to allow for additional time to develop creative responses?

**No.**

66. Please confirm that all existing advertising equipment will be removed? and Proposers should not include demo/removal of the existing displays in their projected capital improvement plans?

**The advertising equipment will be removed and proposers should not include demo/ removal of the existing displays in their proposal.**

a. Who is responsible for the removal of the existing advertising program?

**The incumbent concessionaire is responsible for removal.**

b. If the incumbent concessionaire were awarded the new advertising concession, would they be allowed to retain components of the existing advertising concession?

**No.**

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67. It was stated at the Pre-Proposal Meeting that the existing concessionaire's agreement expires April 30, 2012 and the new concessionaire is expected to commence May 1, 2012. A 24-hour turnkey transition is simply impossible due to scope, scale, and complexity of the advertising concession contemplated in this RFP. There are several scenarios that provide solutions to this dilemma. Will the airport consider one or more of the following?
- a. Extending the existing concessionaires contract until the new concessionaire is able to design, fabricate, and install the new program.
  - b. Allow for interim terms such as suspending the MAG for a set time period which would provide the new concessionaire time to design fabricate and install the new program.
  - c. Allow the new concessionaire to "take over" the existing display program thus enabling the new concessionaire the ability to generate revenue during the transition period.

**Please refer to the RFP Section 2.3.4.7 regarding the "Transition Plan."**

68. Please provide all forms, attachments, and/or affidavits in Word format to facilitate RFP preparation (especially Section 5).

**Please email request to [Angela.Rooney@PHL.org](mailto:Angela.Rooney@PHL.org).**

69. Page 12 states Proposers should include *"A schematic floor plan of advertising concession space proposed for all Terminal buildings in sufficient detail to identify by size and use. Proposed network programming unit locations throughout the Airport should also be shown."* It is impossible for us to provide a schematic floor plan unless one is provided by the airport. Accordingly, please provide, in electronic format, a schematic floor plan for all terminal buildings.

**Schematics are provided. Please refer to the response to question #14.**

70. We are unable to match advertising displays outlined on Attachment H with actual display locations (specifically with wraps, carousel wraps and floor exhibits that are currently unsold). In addition to the schematic mentioned earlier, please provide floor plans that identify the existing advertising locations as well as the existing CNN broadcast network.

**Please refer to the response to question #24.**

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Philadelphia International Airport

71. It was mentioned several times that the airport is looking for a “WOW” factor with regards to the proposed advertising display program. Will the airport consider extending the term to 10 years, which would allow Proposers to present more dynamic display programs?

**Please refer to the response to question #42.**

72. Page 13, Section 2.3.6 outlines Reporting Requirements for operating the proposed concession. Does the existing concessionaire have the same reporting requirements? If so, can we get copies of the past 12 months of the existing concessionaire’s reports with all details and attachments included?

**It is expected that new reporting details will be created for this concession.**

73. Please identify if there is a grading schedule for the evaluation of the RFP.

**Please refer to the response to question #22**

If not, how will the RFP responses be evaluated?

**Please refer to RFP section 2.3.4.**

74. What is the status of the CNN Airport contract? Does it currently generate revenue?

**The CNN agreement terminates on April 30, 2012. Yes, the CNN contract generates income.**

75. It was mentioned at the Pre-Proposal Conference that the meeting would be non-mandatory. Can the airport identify any prospective bidders that were not present at the meeting?

**The meeting was Mandatory.**

76. Section 1.8 Proposer’s Security. Will the airport/city accept a \$50,000 letter of credit as a substitute to the Certified Check or Money Order?

**Yes.**

Advertising Pre-Proposal Conference  
 Division of Aviation  
 Executive Conference Room  
 September 8, 2011

	NAME	COMPANY	E-MAIL ADDRESS	CELL #	PHONE #
1.	STEVE MOODY	COREY	S Moody@COREYCOMPANIES.COM	404 419 9720	404 281-9330
2.	JOHN MOYER	Clearchannel	John.Moyer@clearchannel.com	610-217-0352	1-800-648-8437
3.	Michael Naderid	Titan	michael.naderid@titanoutdoor.com	646 409 7434	
4.	Stephen Hillwig	TITAN	Steve.Hillwig@Titan360.com	573 360-244-4973	917-959-3465
5.	Armando Mayoral	TITAN	Armando.Mayoral@360.com	267-767-9774	215-781-3101
6.	Pamela Rozell	JCDecaux	Pamela.Rozell@JCDecauxna.com	646-834-1582	646-834-1582
7.	Gwen Stokes	ClearChannel	GwenStokes@clearchannel.com	610-784-5286	215-837-0376
8.	FAM HORN	ClearChannel	FamHorn@Clearchannel.com		248 497 7886
9.	BOB DUFFY	USA TODAY	rduffy@usatoday.com	(314) 488-5535	(314) 991-9431
10.	Lenny Rustam	AP Inc	Lino@apconstruction.com	856-217-2571	856-227-2678
11.	Bruce Partil	Elixir YES 3D	bruce.partil@redesigngroup.com	267-397-5539	
12.	BOB LOVIE	CCA	ROBERT LOVIE@cca.com	610-417-0989	
13.					
14.					
15.					

	NAME	Company	EMAIL ADDRESS	cell #	Phone #
	LAMBERT	CleanChannel	lambert@cleanchannel.com	610 277.6933	410 395 8002
17.	JEFF RANDAZZO	TITAN	JEFF.RANDAZZO@TITAN360.COM	201-506-4498	215-827-8684
18.	AARON Higley	TITAN	AARON.Higley@Titan360.com	702 360 4308	212 418 1098
19.	HOLLY KINSEY	S.R. WOJDAK	hkinsey@wojak.com		215-893-4275
20.	Stacey Kodak	JCDocaux	stacey.kodak@jcdocauxna.com	646-834-1327	646-221-8027
21.	JEFF HOPT	JCDocaux	JEFF.HOPT@JCDocauxna.com	305-987-7726	305-447-0600
22.	THURYL TRONT	CleanChannel	TRONT@MOL.COM	215-901-3509	
23.	DAVID FORMAN	ELIXIR ES3D			
24.	BINCY JOHN	ARORA ENGINEERS	BJOHN@ARORAENGINEERS.COM	484-571-4743	215-937-5564
25.	GINA RALPH	DOA/Compliance	GINA.RALPH@PHI.ORG		215-937-5434
26.	JULIO VALLEJO	PHI PROUDERT	JULIO.VALLEJO@PHI.ORG		215-686-4753
27.					
28.					
29.					
30.					
31.					

Shantene Lainscy	Quest Corporation of America	866-662-6273
Brian DeCoveny	" "	" "
Debbie Cooper	Airport Network	404) 827-4820
Barbara Dean	" "	404 827-4475

**SECTION 5- SUBMITTAL REQUIREMENTS: PROPOSAL FORMAT AND CONTENT**

[PLACE THIS SECTION AT THE FRONT OF YOUR PROPOSAL PACKAGE]

**5.1 Proposal Form:**

**INSTRUCTIONS:** The information and materials requested in this Section 5 must be completed in accordance with the terms and conditions of this RFP. Eight (8) original Proposals must be submitted to the address listed in Section 1.3.

**5.1.1 Financial Consideration**

The Financial Consideration to be paid to the City will be the greater of:

\$ \_\_\_\_\_: Minimum Annual Guarantee (“MAG”); or  
\_\_\_\_\_ percent (%) of Annual Gross Revenues.

Please submit a Business Plan or Proforma to support the Financial Consideration figures.

Proposed Capital Investment:

\$ \_\_\_\_\_

**Submitted by:**

[Please type or print]

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

E-mail: \_\_\_\_\_

The Proposer hereby submits to The City of Philadelphia, through its Procurement Department, this Proposal for the right and obligation to develop and operate airport advertising program(s) at PHL as described herein in the attached RFP including any written addendum.

## **5.2 Qualifications Statement: Company Profile and Business Experience**

The Proposer gives the following assurances, representations and covenants that the Proposer is fully qualified to develop Airport Advertising Program(s) at PHL. The undersigned Proposer further affirms that the following information is true, accurate and complete in all respects.

### **5.2.1 Company Profile**

- A. Provide a brief history of your organization and an executive summary that describes your company's qualifications. This summary shall include

number of employees and number of years in airport advertising and the network programming services business.

B. Indicate any parent or subsidiary relationships with other businesses.

C. Corporate office organizational structure.

If you are a partnership or a joint venture, in Section 5.3 below give the date of agreement, county and state where the agreement was filed, and name and address of each partner and complete all other information requested in Section 5.3. If you are a corporation, in Section 5.3 give the date and state of organization and the names and addresses of the officers and complete all other information requested in Section 5.3.

#### 5.2.2 Business Experience and References

- A. The Proposer has developed and managed an AIRPORT ADVERTISING PROGRAM in the United States for a period of \_\_\_\_\_ continuous years.
- B. The Proposer has operated under its current name since \_\_\_\_\_, a period of \_\_\_\_\_ years, and the Proposer (if such be the case) formerly operated under the name: \_\_\_\_\_
- C. List all contracts your company, related companies or subcontractors have had with the City or its related agencies in the last five years.
- D. List any experiences in the last five years in which you, your company or related companies and/or subcontractor failed to successfully complete a contract. List any contractual arrangements that were canceled or not renewed for poor performance.



**REFERENCE NO. 1**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimilie: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Nature of  
Association: \_\_\_\_\_

**REFERENCE NO. 2**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimilie: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Nature of  
Association: \_\_\_\_\_

**REFERENCE NO. 3**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimilie: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Nature of  
Association: \_\_\_\_\_

**REFERENCE NO. 4**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimilie: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Nature of  
Association: \_\_\_\_\_

### REFERENCE NO. 5

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimilie: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Nature of  
Association: \_\_\_\_\_

### 5.2.3 Financial Information

A. The undersigned Proposer herewith submits an audited financial statement for the three (3) most recently completed fiscal years. Each such

statement bears the certification of the independent Certified Public Accountant (CPA) who originally audited and certified such statements. The CPA's certification must certify and attest to the accuracy of such statements and that the statements represent the results of the application of generally accepted accounting principles.

B. In the absence of audited financial statements, the Proposer should submit the best available information, which will permit the City to assess the Proposer's financial capability and current fiscal operating position.

C. List the surety companies which have heretofore issued performance bonds to you for prior contracts. Give names and addresses of each surety company, amount of each bond and the term of each bond. List any performance bonds that were called the last five years due to unsuccessful completion of the contract. Complete the following:

The Proposer has never ( ) has ( ) [check one] had a bond or surety canceled or forfeited. If the Proposer has had a bond or surety canceled, state the name of the bonding company, date, amount of bond and reason for such cancellation or forfeiture.

D. The Proposer has never ( ) has ( ) [check one] been adjudged bankrupt (Chapter 7), or petitioned the court for relief under the Bankruptcy Code or Act for either business reorganization (Chapter 11) or the Wage Earner's Plan (Chapter 13). If the response is in the affirmative, provide the following information:

- (1) Date petition filed
- (2) Case No. and jurisdiction
- (3) Amount of liabilities and debts

(4) Date of discharge or successful completion of reorganization or wage earner's plan

A. The Proposer submits herewith the following list of at least three (3) persons or firms with whom the Proposer has conducted significant financial transactions during the past two (2) years and who may be contacted by the City. If firms are used, give the name of the department and/or person whom we may contact. Proposers must attach a letter of reference from each of the persons or firms listed below.

**REFERENCE NO. 1**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Firm: \_\_\_\_\_ Facsimilie: \_\_\_\_\_

Title: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Department: \_\_\_\_\_

Address: \_\_\_\_\_

**REFERENCE NO. 2**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Firm: \_\_\_\_\_ Facsimilie: \_\_\_\_\_

Title: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Department: \_\_\_\_\_

Address: \_\_\_\_\_

**REFERENCE NO. 3**

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Firm: \_\_\_\_\_ Facsimilie: \_\_\_\_\_

Title: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Department: \_\_\_\_\_

Address: \_\_\_\_\_

B. The Proposer's bank references are:

**Name**

**Address**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

The undersigned herewith submits a letter from \_\_\_\_\_

\_\_\_\_\_ indicating that the Proposer has an  
(name of financial institution)

available working line of credit of no less than One Million Dollars (\$1,000,000.), or other evidence of Proposer's capital sufficient to permit it to meet the obligations contemplated by its Proposal.

**5.2.4 Felony Convictions**

A. Attached hereto on a separate sheet, the Proposer submits information concerning any felony convictions (for the individual if Proposer is an individual, for each general partner if Proposer is a partnership, for each corporate officer and major shareholder if Proposer is a corporation).

**FELONY CONVICTIONS**

Name	Date	Offense	Disposition
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

B. The Proposer agrees that the City’s evaluation of the Proposer’s responsibility under this Proposal will include an evaluation of the information furnished above for the purpose of determining whether the Airport Advertising Program as proposed by the Proposer would be developed, managed and operated in a law-abiding manner and in a manner not subjecting the City or members of the traveling public to risk of harm or criminal, deceitful, or otherwise unethical practices.

C. The undersigned hereby affirms that the Proposer is authorized to conduct business in the Commonwealth of Pennsylvania and The City of Philadelphia, or will obtain proper authorization including an appropriate business privilege license to do so before executing an agreement and furnishing the required performance bond or letter of credit.

**5.2.5 General Litigation Disclosure**

Proposer must describe any pending, contemplated or ongoing administrative or judicial proceedings material to Proposer’s business, finances, services or products including, but not limited to, any litigation, consent orders, debarment or

contracts with any local, state or federal regulatory agency issued to Proposer or to any parent or subsidiary of Proposer.

### **5.3 Business Organization Statement**

#### **5.3.1 General Information**

Name of Firm [Exactly as it would appear on an agreement; if operating under a fictitious name, so indicate.]

---

---

Principal Office Address:

---

---

---

Telephone Number:

---

Form of Business Entity [check one]

- Corporation
- Partnership
- Individual
- Joint Venture

5.3.2 Corporation Statement

If a corporation, answer the following:

Date of Incorporation: \_\_\_\_\_

Location of Incorporation: \_\_\_\_\_

Is the corporation authorized to do business in Pennsylvania? Yes ( ) No ( )

If so, as of what date? \_\_\_\_\_

The corporation is held: Publicly ( ) Privately ( )

Furnish the name, title, and address of each director and officer of the corporation.

**DIRECTORS**

	<b>Name</b>	<b>Address</b>	<b>Principal Business Affiliation Other than Proposer's Directorship</b>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____

**SHAREHOLDERS**

	<b>Name</b>	<b>Address</b>	<b>Number of Shares Owned</b>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____

**OFFICERS**

	<b>Name</b>	<b>Position</b>
1.	_____	_____
2.	_____	_____
3.	_____	_____

4. \_\_\_\_\_

### 5.3.3 Partnership Statement

If a partnership, answer the following:

Date of organization: \_\_\_\_\_  
General Partnership ( ) Limited Partnership ( )

Partnership Agreement recorded? Yes ( ) No ( )

\_\_\_\_\_ Date \_\_\_\_\_ Book \_\_\_\_\_ Page \_\_\_\_\_ County \_\_\_\_\_ State

Has the partnership done business in the Commonwealth of Pennsylvania?

Yes ( ) No ( )

When? \_\_\_\_\_

Name, address, and ownership share of each general partner owning more than five percent (5%) of the partnership:

	Name	Address	% of Ownership
1.	_____	_____	_____ %
2.	_____	_____	_____ %
3.	_____	_____	_____ %

4. \_\_\_\_\_ %
5. \_\_\_\_\_ %
6. \_\_\_\_\_ %

#### 5.3.4 Joint Venture Statement

If a joint venture, answer the following:

Date of organization: \_\_\_\_\_

Joint Venture Agreement recorded? Yes ( ) No ( )

\_\_\_\_\_

Date	Book	Page	County	State
------	------	------	--------	-------

Has the joint venture done business in the Commonwealth of Pennsylvania?

Yes ( ) No ( )

When? \_\_\_\_\_

Name, address of each joint venturer and percent of ownership of each:

	Name	Address	% of Ownership
1.	_____	_____	%

2.	_____	_____	_____ %
3.	_____	_____	_____ %
4.	_____	_____	_____ %
5.	_____	_____	_____ %

**5.4 Proposal for Development and Operation of Airport Advertising Program(s) at PHL**

5.4.1 Content and Development Plan: Proposer is encouraged to be creative when devising their content/development for the Airport Advertising Program(s). Please include your proposed development plan for the Airport Advertising Program(s) which includes the following with your Proposal:

- A. Details as to the content of the Program(s) and provide samples of the types of proposed advertising.
- B. A schematic floor plan of advertising concession space proposed for all Terminal Buildings in sufficient detail to identify by size and use. Proposed network programming unit locations throughout the Airport should also be shown.
- C. One or more sketches of the proposed concession or photographs of existing facilities that represent the type of development Proposer would place in all Terminal buildings..
- D. A specification sheet for each type of equipment proposed to be installed as part of the Proposal (“Equipment Plan”)

E. A phasing plan including a schedule for installation under the Equipment Plan which will be integrated with the Transition Plan referenced in Section 2.3.4.7.

F. The total capital investment referenced in 5.1.1, of all improvements proposed for the advertising space and allocation of costs.

G. The structure, content and all pertinent information related to the network programming and advertising services plan.

#### 5.4.2 Proposed Management Plan

Please attach your proposed management plan for the management of the Program(s), which addresses, at the least, all of the items set forth below in the order listed.

A. A description of the proposed management structure and schedule of personnel, including resumes of the management personnel that would be assigned to PHL, along with their experience and qualifications.

B. A description of the proposed scope of operation, including a detailed Equipment Plan (see Section 2.3.4.3.D & Section 2.3.4.3.E).

C. A description of the marketing program the Proposer intends to use, including an estimated annual budget.

D. A description of the Proposer's service philosophy and how it will be implemented at PHL.

#### 5.4.3 Proposed Equal Employment (Nondiscrimination) and ACDBE Plans

Please attach your proposed Equal Employment (Nondiscrimination) Outreach Plan and ACDBE Plan as required by this RFP including **Attachment E**.

#### 5.5 Warranties By Proposer:

Proposer warrants and represents that all of the following is true and correct:

5.5.1 The Proposer warrants and represents that Proposer's Qualifications Statement set forth in Section 5.2 herein has been completed to the best of the Proposer's ability, and the Proposer affirms that all information contained herein is true, correct and complete.

5.5.2 By submission of its Proposal, the Proposer acknowledges and agrees that the City has the right to make any inquiry or investigation it deems appropriate to substantiate or supplement information contained in the Proposal,

including without limitation the Qualifications Statement, and Proposer authorizes the release to The City of any and all information sought in such inquiry or investigation.

5.5.3 The Proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the Proposal is genuine and not collusive or sham; that the Proposer has not directly or indirectly induced or solicited any other Proposer to put in a false or sham Proposal, and has not directly or indirectly colluded or agreed with any Proposer or anyone else to put in a sham Proposal or to refrain from proposing; that the Proposer has not directly or indirectly sought by agreement or communication to secure any advantage against the City; anyone interested in the Proposal as principal are named within the Proposal; that all statements contained in the Proposal are true; that the Proposer has not directly or indirectly divulged information or data relative to the Proposer's Proposal to any other person, partnership, corporation, or association, except to such person or persons as have a direct financial interest in the Proposer's general business.

5.5.4 The Proposer is organized and existing in good standing under the laws of the state of its creation and is certified to do business in the Commonwealth of Pennsylvania and The City of Philadelphia.

5.5.5 The undersigned is an officer of the Proposer with the requisite power and authority to bind the Proposer to the terms and conditions of this RFP and the submitted Proposal. The Proposer agrees that the RFP for which this Proposal is submitted shall consist of the following documents, referred to collectively as the RFP: The RFP and **Attachments A, B, C D, E, F, G, H and I** and all addenda issued prior to the deadline for receipt of Proposals. .

5.5.6 No City employee or other Proposer responding to this RFP has any interest in Proposer or any Proposal submitted by it in response to this RFP.

5.5.7 Proposer not been prohibited by the City from participating in any City contracts.

5.5.8 Proposer has not been delinquent in its performance of any City contract.

5.5.9 Proposer is financially capable and has all the technical, professional and other expertise required to provide the goods and services required by this RFP.

5.5.10 Receipt of the following addenda is acknowledged, if applicable:

The foregoing Proposal is hereby submitted by the entity signing below in accordance with all terms and conditions as set forth in the Request for Proposal

issued by the City of Philadelphia, Procurement Department, for the Installation, Development and Operation of Airport Advertising Program(s) at Philadelphia International Airport.

PROPOSER:

DATE: \_\_\_\_\_  
(Corporate Seal if Applicable)

\_\_\_\_\_  
Name of Proposer

By: \_\_\_\_\_  
(signature)

Name:

\_\_\_\_\_  
Title:

Attest:

\_\_\_\_\_  
(signature)

Name:

\_\_\_\_\_  
Title:

[Add signature lines as  
necessary below.]

Mailing Address:

---

---

---

**Advertising**

**Terminals A-West through F**

**May, June & July 2011**

**EXHIBIT A**

	<b>A-East to E</b>	<b>A-West &amp; F</b>	<b>All Terminals</b>
	Total	Total	Total
<b><u>Month</u></b>	<b><u>Revenue</u></b>	<b><u>Revenue</u></b>	<b><u>Revenue</u></b>
<b>May 2011</b>	\$299,767.12	\$9,478.00	\$309,245.12
<b>June 2011</b>	\$314,987.33	\$17,623.78	\$332,611.11
<b>July 2011</b>	<u>\$253,359.51</u>	<u>\$20,568.48</u>	<u>\$273,927.99</u>
<b>Totals</b>	<b>\$868,113.96</b>	<b>\$47,670.26</b>	<b>\$915,784.22</b>

The image features a dark, atmospheric background of an airport at dusk or dawn. A large commercial airplane is the central focus, with its engines and wings visible. In the background, the airport's control tower and other terminal buildings are illuminated by lights, creating a bokeh effect against the twilight sky. A white curved line arches over the top left corner of the image.

**PHL** PHILADELPHIA  
INTERNATIONAL AIRPORT

*PHL Website Advertising*

*Charles Reed*

*Director of IT*

*September 8, 2011*



## Current Statistics

### Unique Page Views

Monthly Average = 2.3  
million

Rolling Yearly Total = 27.2  
million



# Pre-defined Advertising Spaces

Home page advertising spaces -  
quantity 2

- 468x60 (w x h) pixels

Right Side advertising spaces -  
quantity 122

- 160x500 (w x h) pixels



# Home page advertising

Home Page - Mozilla Firefox

Welcome PhlAirport Viewer  
November 18, 2010 | 11:02 AM EST

**PHL** PHILADELPHIA INTERNATIONAL AIRPORT

Flight Information | Terminals and Facilities | Passenger Services | Business | News and Info | Visit Philly | In the Community | About PHL

### Flight Information

Airline, Flight Number or City

Arrival  Departure

[Get Flight Info](#)

[All Arrivals](#) [All Departures](#)

### Night View of Terminal A West

[Night View of Terminal A West](#) [Read More](#)

#### QUICK LINKS

Arrivals | Departures

- [Meeting Passengers](#)
- [Baggage Claim](#)
- [Special Assistance](#)
- [Terminal Maps](#)
- [Transportation Services](#)

#### Top News

[AeroClinic Offering Flu Shots for PHL Travelers and Employees](#)  
[Read More](#)

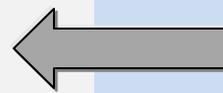
#### Cell Phone Lot

[Cell Phone Lot directions and parking information.](#)  
[Read More](#)

#### Art in the Airport

[For information about the Exhibitions Program, current exhibits, and archived exhibits.](#)  
[Read More](#)

[Flight Info](#) | [Contact Us](#) | [Directions & Parking](#) | [Other Airports](#) | [Accessibility at PHL](#)





# Right side advertising

Flight Information - Microsoft Internet Explorer provided by PHL

http://www.fuseideas.com/passengerinfo/Pages/FlightInformation.aspx

PHL PHILADELPHIA INTERNATIONAL AIRPORT

Passenger Information Business News Art at the Airport Our Community About PHL Visit Philly

**Flight Information**

Flight Information

- Airline and Baggage Information
- Terminals, Food & Shops
- Meeting Passengers
- Security Information
- Accessibility at PHL
- Directions & Parking
- Ground Transportation
- Terminal Shuttle
- Construction Projects
- Lost & Found
- Free WiFi
- FAQs
- Kid's Corner
- Comments

## Flight Information

Welcome to Philadelphia International Airport real-time Flight Information where visitors can check the status of flights that are scheduled to arrive and depart Philadelphia International Airport, search for flights and access information for airlines that operate at the Airport.

Up to date flight information may also be obtained by calling 1-800-PHL-GATE (TDD/TTY: 215-937-6755).

Flight information data is supplied by each individual airline.

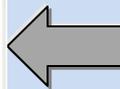
Philadelphia International Airport and the City of Philadelphia are not responsible for the content or accuracy of information provided.

[Airlines](#)

Show flights  Show airlines

Search for

Airline	#	City	Time	Gate	Direction	Status
U-S AIRWAYS	3315	MINNEAPOLIS	8:05 AM	B6	Departure	9:30 am
U-S AIRWAYS	3473	CLEVELAND	8:33 AM	C27	Arrival	At Gate
U-S AIRWAYS	1451	DETROIT	8:34 AM	A8	Arrival	At Gate
U-S AIRWAYS	4267	WHITE PLAINS	8:34 AM	F18	Arrival	At Gate
U-S AIRWAYS	1000	BROOKLYN	8:36 AM	G18	Arrival	At Gate



Thank You

