



JACKSONVILLE AVIATION AUTHORITY

**REQUEST FOR LETTERS OF INTEREST AND
STATEMENT OF QUALIFICATIONS AND EXPERIENCE (RFQ&E) NUMBER: 12-34-11105**

ADVERTISING AND MARKETING CONSULTING SERVICES

**Jacksonville Aviation Authority
Procurement Department
14201 Pecan Park Road, 2nd Floor
Jacksonville, FL 32218
Office: 904.741.2352**

**Assigned Buyer: Marilyn V. Fryar
Procurement Director: Devin Reed**

If attending the Pre-Submittal Meeting, Consultant's should print a copy of the RFQ&E, including all Exhibits and bring the documents with them to the meeting.

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**REQUEST FOR LETTERS OF INTEREST AND
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Proposal Number: 12-34-11105

**for the
JACKSONVILLE AVIATION AUTHORITY**

Proposals will be received by the Jacksonville Aviation Authority (JAA) until 2:00 PM (local time), on September 10, 2012, at which time they will be opened at JAA's Administration Building, 14201 Pecan Park Road, Jacksonville, Florida, for the evaluation, selection and contract award for Advertising and Marketing Consulting Services.

A Pre-Submittal Meeting will be held at 10:00 AM (local time), August 24, 2012, at JAA's Administration Building, 14201 Pecan Park Road, Jacksonville, FL 32218.

All Proposals must be submitted in accordance with Request for Letters of Interest and Statement of Qualifications and Experience No. 12-34-11105, which may be obtained after 8:30 AM (local time) on August 10, 2012 from www.flyjacksonville.com (click on "Bid Opportunities").

GENERAL INFORMATION

REQUESTS FOR DISTRIBUTION SHEETS OR PRE PROPOSAL ATTENDANCE SHEETS

Copies of the Request for Letters of Interest and Statement of Qualifications and Experience (RFQ&E) Distribution Record and/or the Pre-Proposal Attendance Record may be requested by contacting the Procurement Department of the Jacksonville Aviation Authority (JAA).

SUBMISSION OF PROPOSALS

Proposals submitted in advance of the time set for opening will be delivered to JAA, Attn: Procurement Department, 14201 Pecan Park Road, 2nd Floor, Jacksonville, FL 32218. Respondents are fully responsible for delivery of proposals. Reliance upon mail or public carrier is at respondent's risk. Subject to JAA's discretion to waive minor irregularities that will not result in an unfair economic or competitive advantage or disadvantage to any Respondent, late proposals, as solely determined by JAA's official bid clock, will not be opened or considered.

PUBLIC RECORDS REQUIREMENTS

JAA is required to comply with Section 119.07 of the Florida Statutes. Depending on the type of project for which proposals are requested, the items read at the opening will vary. Sealed proposals are not public records subject to mandatory disclosure under the Florida Public Records Law until such time as JAA provides notice of a decision or intended decision to award the contract or thirty (30) days after opening, whichever is earlier. All parts of proposals, including exhibits, are subject to the Public Records Law, and a Respondent may not exclude any portion of the Proposal unless specifically exempted from disclosure by Florida Law. Exemption of financial statements applies only to required submittal for pre-qualification of Respondents on public works projects.

REQUESTS FOR PROPOSAL RESULTS OR AWARD OF CONTRACT

Notwithstanding the above statement and/or requirement regarding public records, requests for or access to public records within JAA's possession may be made or obtained by contacting JAA at (904) 741-3631. If copies are requested, an appropriate charge will be assessed, upon the receipt of which all copies will be made available within a reasonable time consistent with the requirements of Florida Statutes. All those submitting responses to this solicitation will be provided notice of decisions regarding its award.

CONTACT WITH JAA STAFF

From the time of receipt or publication of this solicitation, all parties who intend to directly or indirectly submit a response to the solicitation shall direct all contact with JAA through JAA's Procurement Director or the assigned Buyer hereto. If the question or comment deals with a subject matter that is outside of the knowledge or responsibility of JAA's Procurement Department, Procurement will direct the question or comment to the appropriate person or authority. Other than as permitted herein, respondents to this solicitation may not contact JAA's executives and staff, award or evaluation committee members, Board of Directors, or those representing JAA's interests in this solicitation for the purpose of discussing the same. Violation of this provision may result in bid/proposal rejection and/or respondent debarment.

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INSTRUCTIONS TO RESPONDENTS

Receipt and Opening Of Proposals

JAA will receive Proposals for this solicitation until September 10, 2012 at 2:00 PM (local time) for the purpose of selecting a company to provide Advertising and Marketing Consulting Services (the "Scope of Services"). The Proposals will be publicly opened at JAA Administration Building, 14201 Pecan Park Road, Jacksonville, Florida at the previously mentioned time and date.

Delivery of Proposals

One (1) original and seven (7) copies of the Proposal and all required supplemental material listed on the Proposal Form must be submitted in a sealed package. The package must be labeled to read: "RFQ&E 12-34-11105, September 10, 2012, 2:00 PM (local time)," and must be addressed and delivered to JAA, Attn: Procurement Department, 14201 Pecan Park Road, 2nd Floor, Jacksonville, FL 32218.

Each Proposal package submitted should clearly show the Respondent's company name on the outside. Facsimile Bids will not be accepted. Subject to JAA's discretion to waive minor irregularities that will not result in an unfair economic or competitive advantage or disadvantage to any Respondent, a late submission, as determined by JAA's official bid clock, will not be considered and may be returned to the Respondent as non-responsive. Each Respondent is fully responsible for ensuring that its submission is timely received, and shall assume the risk of non-delivery or untimely delivery caused by its chosen delivery method, whether by US mail, public carrier or otherwise. This RFQ&E does not commit JAA to paying costs or expenses of any kind incurred by the various Respondents during proposal preparation, submittal or presentation, if any.

Examination of Contract Documents

The Respondent is required to carefully examine the Scope of Services required and the Contract Documents. It will be assumed that the Respondent has investigated and is fully informed of the conditions, the character and quality of services to be performed, and the type of services to be provided, and of the requirements of the Contract Documents.

Obligation of Respondents

The Respondent must fully learn of JAA's requirements for the services to be provided. Failure to do so will not relieve a successful Respondent of its obligation to carry out the provisions of the RFQ&E. The Respondent must be familiar and comply with all federal, state and local laws, ordinances, rules and regulations that in any manner affect the services. In addition, the Respondent will be held responsible for having examined the details of the proposed Scope of Services. The Respondent will use its personal knowledge and experience or professional knowledge as to the character of the proposed services, and any other conditions surrounding and affecting the proposed services. The submittal of a Proposal will be construed as evidence that all Respondent obligations have been satisfied and no subsequent allowance will be made in this regard.

Prior to contract issuance, the Respondent must provide documentation that it is authorized to do business in the State of Florida and possesses any required federal, state and local licensing, if any, in order to perform the scope of services contemplated herein.

Addenda – Changes While Proposing

No interpretation of the meaning of any part of the RFQ&E or other Contract Documents, or corrections of any apparent ambiguity, inconsistency or error therein, will be made to any Respondent orally. All requests for written interpretations or corrections **MUST** be in writing addressed to JAA's Procurement Department, 14201 Pecan Park Road, 2nd Floor, Jacksonville, FL 32218 or Fax: (904) 741-2350.

All requests must be received by 5:00 PM (local time) at least five (5) business days before the above-mentioned Proposal Opening date to be given any consideration. All such interpretations and supplemental instructions will be in the form of a written Addendum to these solicitation documents, which, if issued, will be e-mailed, mailed or faxed to all known prospective Respondents. However, it is the responsibility

of each Respondent, before submitting its Proposal, to contact JAA's Procurement Department at (904) 741-3571 to find out if any Addenda were issued and to make such Addenda a part of its Proposal. In case any Respondent fails to acknowledge receipt of any such Addenda in the space provided on the Proposal Form, its Proposal will nevertheless be construed as though Addenda has been received and acknowledged. Only the interpretation or correction so given by JAA's Procurement Department in writing will be binding and prospective Respondents are advised that no other source is authorized to give information concerning or to explain or interpret these solicitation Documents.

Rejections of Irregular Proposals

Proposals will be considered irregular and may be rejected if they show omissions, alterations of form, additions not called for, conditions, limitations, unauthorized alternate bids or other irregularities of any kind. JAA reserves the right to waive minor irregularities that will not result in an unfair economic or competitive advantage or disadvantage to any Respondent.

Public Entity Crime

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a proposal, proposal, or reply on a contract to provide any goods or services to a public entity; may not submit a proposal, proposal, or reply on a contract with a public entity for the construction or repair of a public building or public work; may not submit proposals, proposals, or replies on leases of real property to a public entity; may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Florida Statute Section 287.017 for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.

Pre-Submittal Meeting

To help ensure that all Respondents are fully informed of the requirements for this solicitation, a Pre-Submittal Meeting will take place at the previously mentioned time, date and place. Respondents are encouraged to submit questions by facsimile in advance of the meeting to JAA's Procurement Department at (904) 741-2350.

ALL REQUESTS FOR PRE-SUBMITTAL ATTENDANCE VIA TELECONFERENCE MUST BE SUBMITTED TO THE JAA PROCUREMENT DEPARTMENT, (904) 741-2352, NO LATER THAN 2:00 PM (LOCAL TIME) AUGUST 22, 2012.

Local Preference Program

In an effort to stimulate economic growth and development of local businesses and keep local resources in the community, JAA has established a Local Preference Program (LPP) to encourage local businesses to participate in the competitive process of supplying goods and services to JAA.

The term "Local Business" or "Local Respondent" shall mean a person, firm, corporation or other business entity which is duly licensed and authorized to engage in the particular business at issue, which has been in business and maintained its permanent place of business in the normal market area for a minimum of one (1) year prior to the solicitation release date and has at least three (3) full-time employees living in the normal market area. The JAA's Normal Market Area is Baker, Clay, Flagler, Duval, Nassau, Putnam and St. Johns counties.

The Local Business shall perform or operate on a day-to-day basis and provide a substantial component of the goods or services, which are being procured by JAA.

If your business meets the requirement of Local Business or Local Respondent, you must submit Exhibit D, Local Business Verification Form.

Local verifiable firms that are located within the normal market area will be awarded five (5) points.

Non-local firms outside of the normal market area that subcontracts with a local verifiable firm located within the normal market area will be awarded three (3) points.

Small/Minority/Disadvantaged Business Enterprise Participation (BONUS)

JAA is committed to providing an opportunity for local small/minority/disadvantaged owned firms by promoting the development of small businesses within our normal market area (Duval, Clay, Baker, St. Johns and Nassau Counties). It is the policy of JAA to provide small businesses with identical information and an equitable opportunity to compete for business from JAA. This is an invitation for local small/minority/disadvantaged businesses to become involved in the total procurement of JAA sponsored projects, goods and services.

No S/M/DBE participation goal has been established for this RFQ&E. However, firms are encouraged to propose participation by local S/M/DBEs to perform functions of work required in this RFQ&E. Proposed S/M/DBE firms must be currently certified to participate. A list of certified firms is available at the links below. <https://www3.dot.state.fl.us/EqualOpportunityOffice/biznet/mainmenu.asp> <http://cojapps.coj.net/jseb/> Additional assistance can be obtained by calling the DBE Administrator at (904) 741-2043.

Provide the following for any proposed S/M/DBE participation.

1. Copy of Certification Letter
2. S/M/DBE Form 1-Schedule of Participation
3. S/M/DBE Form 2- Participation ID Affidavit
4. S/M/DBE Form 3- Letter of Intent
5. S/M/DBE Form 4 – Unavailability Certification

CONSULTANT MUST SUBMIT SBE FORM #2 and FORM #3 OR FORM # 4 TO BE ELIGIBLE TO RECEIVE BONUS POINTS. THE BONUS POINTS WILL BE AWARDED AS FOLLOWS:

5 POINTS – IF CONSULTANT UTILIZES A CERTIFIED DBE/SBE/MINORITY FIRM (FORM #2 AND FORM #3)

3 POINTS – IF CONSULTANT MEETS GOOD FAITH EFFORT (FORM #4)

Evaluation and Award

JAA reserves the right to accept or reject any or all Proposals in whole or in part. JAA will be under no obligation or duty to award the resulting Contract to the lowest proposed price and JAA reserves the right to award the resulting Contract to the lowest responsible Respondent submitting a responsive proposal which is most advantageous and in the best interests of JAA. JAA Executive Director/CEO has final approval authority for any resulting Contract.

Evaluation factors to be considered are listed under Evaluation of Submittals. Respondents should be sure to address each of these factors. If a Proposal is ranked with a score that is 25 percent lower than the highest ranked Proposal's score, excluding price points, the Proposal, in the discretion of JAA, may be deemed unacceptable to perform the services as requested by the solicitation, and therefore will not be included in the rankings. In evaluating proposals, JAA is under no obligation to contact a Respondent to obtain information required herein.

Public Meeting Requirements

JAA is required to comply with Section 286.011 of the Florida Statutes. Therefore certain types of staff meetings and meetings of JAA Awards Committee or JAA Board are required to be held in public, with sufficient notice made of the date and time of the meeting. All notices of public meetings are posted at the JAA Administration Building, 14201 Pecan Park Road, 1st Floor, Jacksonville, FL 32218.

Protest Procedures

Any Respondent with standing who is adversely affected during this RFQ&E solicitation process may file a Notice of Protest, including all particulars of facts and law on which standing is asserted and on which the protest is based. This notice must be in writing and addressed to JAA, Attn: Procurement Director, 14201 Pecan Park Road, 2nd Floor, Jacksonville, FL 32218. A notice of protest may be filed within five (5) business

days after any action taken by JAA's Awards Committee, Executive Director and CEO, or Board. It is the sole responsibility of the protestant to determine the date and time any action is taken by JAA.

Receipt of a protest will be acknowledged by letter. The administrative procedures that will be followed by JAA will be provided to the protestant in writing.

Execution of the Agreement

Within ten (10) business days after Notice of Award, the successful Respondent will furnish the required certificates of insurance and any other requirements and enter into a formal Agreement with JAA. Failure to execute the resulting Contract as provided in these documents within ten (10) business days after the date of Notice of Award will be just cause to rescind the award, unless such failure has been caused by JAA, which award may then be made to another Respondent or this solicitation may be re-advertised. The Respondent whose award JAA rescinded may be considered irresponsible if JAA elects to re-advertise this solicitation. No award will be binding upon JAA until the Contract contemplated herein has been fully executed.

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GENERAL CONDITIONS

Scope of Services and Changes in Services

The services to be provided under this resulting Contract are specified in Article III, Scope of Services, with descriptions of the tasks to be completed, the reports to be furnished and other Contract requirements. JAA, without invalidating the Contract, may request additional services or make changes by altering, adding to, or deducting from the services, and the Contract will be adjusted accordingly, based on a mutually agreed upon negotiated price. Changes in the services and the Contract sum may only be changed by prior written agreement executed by the parties with proper authorization to do so.

Resulting Contract Term

The resulting Contract term will be for an initial one (1) year period, with four (4), one year renewal options available at the sole option of JAA. The Contract may be terminated at any time with thirty (30) days written notification, with or without cause, by JAA. All JAA Contracts are subject to the availability of budgeted funds.

Indemnification

Any Contract resulting from the RFQ&E will include the following provisions:

To the fullest extent permitted by law, the Respondent agrees to indemnify, defend and hold harmless JAA, its officers, agents, volunteers, and employees from and against all claims, damages, losses, and expenses, including but not limited to all fees and charges of engineer(s), architect(s), attorney(s) and other professional(s), court costs, or other alternative dispute resolution costs arising out of, resulting from, or otherwise but for the performance or furnishing of Respondent's work or services under this Agreement; provided that any such claim, damage, loss or expense is attributable to bodily injury, sickness, disease, death or personal injury, or property damage, including the loss of use or diminution in value resulting there from; but only to the extent caused in whole or in part by the actual or alleged negligent acts, errors, or omissions of the Respondent, Respondent's Subcontractor(s) or anyone directly or indirectly employed or hired by Respondent, or anyone for whose acts Respondent may be liable. JAA reserves the right, but not the obligation, to participate in defense without relieving Respondent of any obligation hereunder.

Insurance

Respondent agrees to maintain, on a primary basis and at its sole expense, at all times during the life of this contract the following insurance coverages, limits, including endorsements described herein. The requirements contained herein, as well as JAA's review or acceptance of insurance maintained by Respondent is not intended to and shall not in any manner limit or qualify the liabilities or obligations assumed by Respondent under this contract.

Commercial General Liability: Respondent agrees to maintain Commercial General Liability at a limit of liability not less than \$1,000,000 Each Occurrence. Respondent further agrees coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability, Cross Liability nor Professional Liability.

Business Automobile Liability: Respondent agrees to maintain Business Automobile Liability at a limit of liability not less than \$500,000 (non-AOA access) Each Occurrence. Respondent further agrees coverage shall include liability for Owned, Non-Owned & Hired automobiles. In the event Respondent does not own automobiles, Respondent agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy. In the event the Respondent requires AOA access, then the Business Automobile Liability Limit will be not less than \$5,000,000

Worker's Compensation Insurance & Employers Liability. Respondent shall maintain Worker's Compensation Insurance & Employer Liability in accordance with Chapter 440, Florida Statutes, as now or hereafter amended. Coverage shall be provided on a primary basis.

Additional Insured: Respondent agrees to endorse JAA as an Additional Insured with a CG2026 Additional Insured – Designated Person or Organization endorsement or similar endorsement, to the Commercial General Liability and Business Auto Liability. The Additional Insured shall read “Jacksonville Aviation Authority.”

Waiver of Subrogation: Respondent agrees by entering into this contract to a Waiver of Subrogation for each required policy herein. When required by the insurer, or should a policy condition not permit Respondent to enter into a pre-loss agreement to waive subrogation without an endorsement, then Respondent agrees to notify the insurer and request the policy be endorsed with a Waiver of Transfer of Rights of Recovery Against Others, or its equivalent. This Waiver of Subrogation requirement shall not apply to any policy, which includes a condition specifically prohibiting such an endorsement, or voids coverage should Respondent enter into such an agreement on a pre-loss basis.

Certificate(s) of Insurance: Respondent agrees to provide JAA a Certificate(s) of Insurance evidencing that all coverages, limits and endorsements required herein are maintained and in full force and effect. Said Certificate(s) of Insurance shall include a minimum thirty (30) day endeavor to notify due to cancellation or non-renewal of coverage. The Certificate Holder address shall read:

Jacksonville Aviation Authority
Risk Management Department
14201 Pecan Park South Road
Jacksonville, FL 32218

Umbrella or Excess Liability: Respondent may satisfy the minimum liability limits required above for Commercial General Liability and Business Auto Liability under an Umbrella or Excess Liability policy. There is no minimum Per Occurrence limit of liability under the Umbrella or Excess Liability; however, the Annual Aggregate limit shall not be less than the highest “Each Occurrence” limit for the Commercial General Liability and Business Auto Liability. RESPONDENT agrees to endorse JAA as an “Additional Insured” on the Umbrella or Excess Liability, unless the Certificate of Insurance states the Umbrella or Excess Liability provides coverage on a pure “True Follow-Form” basis.

Right to Revise or Reject: JAA reserves the right, but not the obligation, to review and revise any insurance requirement, not limited to limits, coverages and endorsements based on insurance market conditions affecting the availability or affordability of coverage; or changes in the scope of work / specifications affecting the applicability of coverage. Additionally, JAA reserves the right, but not the obligation, to review and reject any insurance policies failing to meet the criteria stated herein or any insurer providing coverage due

Compensation

Compensation will be paid in accordance with the Respondent's proposed price submitted on the Proposal Form and final negotiations regarding the same. An original and one copy of the invoice, which must reference the purchase order number and month of service, should be mailed to JAA, Attn: Accounts Payable, 14201 Pecan Park Road, Jacksonville, FL 32218. Invoices will be processed in accordance with normal JAA procedures, which is thirty (30) days net after receipt of an approved invoice.

JAA, at its sole discretion, may authorize advance payments, deposit or partial payments.

Permits and Licenses

Work permits and licenses necessary to carry out the services will be secured and paid for by the Respondent and remain in effect throughout the duration of the Contract.

JAA'S Right to Terminate the Resulting Contract

The resulting Contract may be terminated by JAA in accordance with this clause whenever JAA determines that such termination is in the best interest of JAA. Such termination will be effected by a thirty (30) day prior written notice to the Respondent stating the date upon which such termination becomes effective.

JAA may terminate the Contract should the Respondent have repeated and sustained Federal Aviation Administration (FAA) and / or Transportation Security Administration (TSA) security regulation violations or as determined by JAA.

Unsatisfactory performance by the Respondent may result in immediate cancellation of the Contract. If such Contract is terminated, JAA reserves the right to open negotiations with the next rank Respondent until a successful completion of negotiations and execution of a Contract.

Termination of the Contract in accordance with its agreed termination provisions will not give rise to any claims of improper termination, termination in bad faith, or the like or to the payment of any compensation, recoupment of expenditures made by Respondent pursuant to the Contract, or the like predicted in such termination.

The Contract is always subject to availability of budgeted funds.

Assignment

The Respondent will not assign or otherwise transfer its rights under the Contract without the prior written consent of JAA, nor will the Respondent assign any monies due or to become due to him hereunder, without the prior written consent of JAA.

Subcontractors

If Subcontractors are to be used, the Respondent will, as soon as practicable after signing the Contract, notify JAA in writing the names of Subcontractors proposed for the work. Subcontractors will not be employed unless and until they are approved by JAA. The Respondent is as fully responsible to JAA for the acts and omissions of its Subcontractors and of persons either directly or indirectly employed by them, as he is for the acts and omissions of persons directly employed by him. It is the responsibility of the Respondent to ensure that Subcontractors comply with all terms and conditions of this Contract. Nothing contained in the Contract documents creates any contractual relationship between the Subcontractors and JAA. JAA recommends that all Subcontractors enter into a formal Contract with the prime Respondent that clearly lists all of the agreed upon conditions.

Prompt Payment to Subcontractors and Suppliers

Generally, when the Respondent receives payment from JAA for labor, services or materials furnished by Subcontractors and suppliers hired by JAA, the Respondent shall remit payment due (less proper retainage) to those Subcontractors and suppliers within fifteen (15) calendar days after Respondent's receipt of payment from JAA. Nothing herein shall prohibit Respondent from disputing, pursuant to the terms hereof, all or any portion of a payment alleged to be due to its subcontractors and suppliers. In the event of such dispute, the Respondent may withhold the disputed portion of any such payment only after Respondent has provided notice to JAA and to the Subcontractor and supplier whose payment is in dispute, which notice shall: (i) be in writing; (ii) state the amount in dispute, (iii) specifically describe the actions required to cure the dispute, (iv) be delivered to JAA and to the said Subcontractor or supplier within ten (10) calendar days after the Respondent's receipt of payment from JAA. The Respondent shall pay all undisputed amounts due within the time frames specified in this section.

Governing Law and Venue

The venue of any legal action brought by or filed against JAA relating to any matter arising under this solicitation or the resulting Contract will be exclusively in the appropriate court, sitting in Duval County, Florida that has jurisdiction over such legal action. This solicitation and the resulting Contract will be governed by and interpreted under the laws of the State of Florida.

Proprietary Information

In accordance with Chapter 119 of the Florida Statutes (Public Records Law), and except as may be provided by other applicable State and Federal Law, all Respondents should be aware that the RFQ&E's and the responses thereto are in the public domain. However, the Respondents are requested to identify specifically

any information contained in their proposals, which they believe to be exempt from disclosure, citing specifically the applicable exempting law. JAA will consider a Respondent's opinions regarding the applicability of Chapter 119, Florida Statutes, but shall not be obligated to concur in such opinions, and shall have no liability to a Respondent for making public any information contained in a Proposal. All Proposals received from Respondents in response to the RFQ&E will become the property of JAA and will not be returned to the Respondents. In the event of Contract award, all documentation produced as part of the Contract will become the exclusive property of JAA.

Work Product Ownership

The Consultant agrees that any and all work developed in the performance of this resulting Agreement, including that which may exist in electronic format, shall be and remain the sole property of JAA and shall, upon request, be turned over to JAA. The consultant further agrees that this documentation may be used on any other work without additional compensation to the Consultant. With respect thereto, the Consultant agrees not to assert any rights and not to establish any claim under the design patent or copyright laws. The Consultant for a period of three (3) years after completion of the project, agrees to furnish and provide access to all retained materials on the request of the JAA. Unless otherwise provided in the resulting Agreement, the Consultant shall have the right to retain copies of all such materials beyond such period.

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SCOPE OF SERVICES

General Overview

Jacksonville Aviation Authority (“JAA” or “Authority”) is a body corporate and politic, established by the state of Florida to own and operate the aviation facilities in Duval County. JAA owns and operates the Jacksonville Airport System, which consists of the Jacksonville International Airport (JAX), Jacksonville Executive Airport at Craig (JAXEX), Herlong Recreational Airport (Herlong) and Cecil Airport (Cecil).

JAX – Primary role is to serve the commercial aeronautical needs including providing air service, facilities, service options and amenities to the traveling public and other stakeholders.

JAXEX – Primary role is to serve the corporate and general aviation needs of its stakeholders.

Herlong – Primary role is to serve the recreational and smaller general aviation needs of its stakeholders.

Cecil – Primary role is to serve the private sector and governmental general aviation and industrial complex needs of its stakeholders.

In today’s competitive environment, the Authority as an airport owner and operator must be able to clearly define its value proposition and promote use of its value proposition and promote use of its assets and services to all key stakeholders. While each airport has its own unique and strategic purpose within the system, collectively they play a critical role in meeting the aeronautical needs of the community while serving as a major economic engine for the Region.

Scope of Services

The Authority is seeking an established Firm or Independent Consultant (herein after referred to as “Consultant”) that possess in-depth knowledge and expertise in advertising and marketing strategies. The Authority desires to engage a Consultant with proven experience in reviewing past and current marketing and promotional material used with various applications, media and venues, and working with in-house creative or graphic design talent and other marketing personnel to create, refine or develop advertising and promotional materials that clearly promote the value proposition of assets and services to stakeholders.

It will be critical that the process enables the Authority to concentrate and direct its limited resources to establish advertising and marketing materials that ensure the greatest opportunities for growth and development are achieved. The Authority’s core assets consist primarily of real property, facilities, and services that support air travel, aeronautical and industrial related activities.

Other services activities include, but are not limited to the following:

1. Perform creative design work on advertising and marketing selected by the Authority to include, but not limited to, print, media broadcasting, billboard and internet advertising.
2. Coordinate and negotiate media buys related to advertising and promotional programs selected by the Authority. Media buys should not be included in the proposed fees. JAA will review and negotiate fees for all media buys with the awarded Consultant. Consultant are advised that the contractual relationship that results here from is not exclusive and JAA reserves the right to negotiate media buys directly without Consultant involvement.
3. Perform on-site consultation on program management, administration and other reasonable tasks associated with Advertising and Marketing as requested by the Authority, examples include but are not limited to, video shooting and photography.
4. Create commercial caliber videos, including all aspects of script development, filming and editing of television commercials.

5. Other services related to advertising and marketing as deemed necessary.

Evaluation of Submittals

In considering the responsibility of the Respondents, JAA will examine the factors listed below and will assign the defined point value on a scaled basis. Respondents must address each factor specifically in their Proposal. JAA reserves the right to reject any and all Proposals, in whole or in part, and to waive any minor irregularities that will not result in an unfair economic or competitive advantage or disadvantage to any Respondent.

This solicitation will be evaluated using the following factors and corresponding maximum available points:

A. Samples of Work (Maximum 30 Points)

Consultant should submit detailed examples or samples and copies of developed and implemented advertising and marketing with corporate references and any documented business growth or image performance data. Examples of airports or aviation should be included, if applicable.

B. Consultant Qualification and Experience (Maximum 25 Points)

Consultant must have been in the primary business of providing Advertising and Marketing Consulting Services for a minimum of five (5) years immediately prior to the date of the Proposal Opening.

Consultant should submit an overview of its qualifications and experience in advertising and marketing consultant services. Consultant should include a statement defining an understanding of need as defined in the Scope of Services, with preference given for experience that is relating to airports or aviation.

This information should include a description of the overall corporate identity of the organization and the relation of the office submitting their qualifications to the overall organization. This information should also identify specific qualifications in terms of general corporate experience of project work of similar size and scope within the last five (5) years, capability for service and general workload of the firm. This information should be discussed in specific detail and include dates and locations of the recent work. The Consultant shall also include copies of licenses, if applicable.

For items 1-5 under the Scope of Services, consideration should be given to, but not limited to the following:

1. Direct airport to consumer marketing and promotion.
2. Direct and indirect Authority marketing and promotion to tenants and service providers/concessionaires both existing and prospective.
3. Direct sales and trade development with key prospects such as airlines, cargo companies, corporations and organizations involved in aviation or aeronautical services such as maintenance, repair and overhaul, assembly, refurbishment and or training.
4. Community awareness and corporate citizenship promotion.
5. Hard copy, electronic soft and a number of marketing and promotional forms.

C. Proposed Fees (Maximum 20 Points)

Consultant should submit proposed fees to provide the services outlined in the Scope of Services. Media buys should not be included in the proposed fees. Notwithstanding the reservation mentioned above, JAA will review and negotiate fees for all media buys with the awarded Consultant.

Consultant should submit fees for the services listed below. The list is not intended to be inclusive of all services that may be requested throughout the term of the contract.

- a. TV Production (:15)
- b. TV Production (:30)
- c. Billboard (design and copywriting)
- d. Print Advertising Template
- e. Online Advertising (design and copywriting)
- f. Brochure (design and copywriting)
- g. In-terminal Advertising (design and copywriting)
- h. Ad Copy

D. Project Organization and Staffing (Maximum 15 Points)

This section should provide a graphic organizational chart of the Consultants staffing plan. It should list the name and title for the proposed Project Manager and all staff members that will make a significant contribution to the project. The relationship between individuals should be clearly indicated.

The role and scope of both managerial and technical functions by name of the individual performing the function must be clearly identified. This should be done whether or not the individual is a staff member of the Consultant or sub-consultant. The purpose of this requirement is to clearly identify the technical capability that exists within the Consultant's regular staff and the extent that the Consultant must rely on the services of outside technical assistance.

In addition, this section should contain a resume, not more than ten (10), of the professional qualifications of each member of the proposed project team whose contribution is considered by the Consultant as essential to the successful completion of the assignment. It should also include a description of specific experience in similar projects by the proposed Project Manager within the last five (5) years. It is particularly important that the regulatory and/or professional qualifications of key individuals be addressed. Consultants are caution to include only those individuals that would make a significant contribution to the project if the firm is selected.

E. References (Maximum 5 Points)

Consultant should submit three (3) references for which it currently or previously provided Advertising and Marketing Consulting Services within the past five (5) years. **A valid name, address and telephone number must be submitted for each reference. The references should be submitted on the Reference Form, Exhibit C.**

As part of this solicitation, Respondent references are considered very important. As such, JAA will contact and evaluate the responses it receives from each reference provided in response to this solicitation. To the extent contact with proposed references cannot be made or the proposed references indicate a lack of knowledge or awareness of a Respondent, the same will be negatively reflected in JAA's evaluation and award of points for this factor. Therefore, prior to proposing references, Respondents are encouraged to contact those individuals or entities being proposed as references in order to ensure that: (i) their contact information is current and correct; (ii) they are knowledgeable and aware of the issues for which they are being proposed as references; and (iii) they are ready, willing, able and/or permitted to provide the reference information being sought.

F. Local Preference Program (Maximum 5 Points)

If your business meets the requirement of Local Business or Local Bidder, you must submit **Exhibit D**, Local Business Verification Form.

Local verifiable firms that are located within the normal market area will be awarded five (5) points.

Non-local firms outside of the normal market area that subcontracts with a local verifiable firm located within the normal market area will be awarded three (3) points.

G. Small/Minority/Disadvantaged Business Enterprise Participation (**BONUS** Maximum 5 Points)

JAA is committed to providing an opportunity for local small/minority/disadvantaged owned firms by promoting the development of small businesses within our normal market area (Duval, Clay, Baker, St. Johns and Nassau Counties). It is the policy of JAA to provide small businesses with identical information and an equitable opportunity to compete for business from JAA. This is an invitation for local small/minority/disadvantaged businesses to become involved in the total procurement of JAA sponsored projects, goods and services.

No S/M/DBE participation goal has been established for this RFQ&E. However, firms are encouraged to propose participation by local S/M/DBEs to perform functions of work required in this RFQ&E. Proposed S/M/DBE firms must be currently certified to participate. A list of certified firms is available at the links below:

<https://www3.dot.state.fl.us/EqualOpportunityOffice/biznet/mainmenu.asp>
<http://cojapps.coj.net/jseb/>

Additional assistance can be obtained by calling the DBE Administrator at (904) 741-2043.

Provide the following for any proposed S/M/DBE participation.

1. Copy of Certification Letter
2. S/M/DBE Form 1-Schedule of Participation
3. S/M/DBE Form 2- Participation ID Affidavit
4. S/M/DBE Form 3- Letter of Intent
5. S/M/DBE Form 4 – Unavailability Certification

H. Presentations, Optional (Maximum 20 Points)

After the firms have been evaluated based on their written submittals, Consultant may be more closely considered through a presentation of their approach to perform this particular project. JAA reserves the right short list the number of Consultants to participate in the presentations at its sole discretion, prior to the final selection.

This RFQ&E does not commit JAA to pay costs or expenses of any kind incurred by the various Proposers during proposal preparation, submittal or presentations, if any. The presentation date and time, if applicable, will be scheduled at the convenience of JAA.

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PROPOSAL FORM

Respondent's Name: _____

(Page 1 of 3)

CHECKLIST OF REQUIRED DOCUMENTS TO BE SUBMITTED

RESPONDENT SHALL SUBMIT ONE (1) ORIGINAL PROPOSAL AND SEVEN (7) COPIES OF THE ORIGINAL DOCUMENTS. ENVELOPE ONE SHOULD BE LABELED "ORIGINAL" AND ENVELOPE TWO SHOULD BE LABELED "COPIES".

The Respondent is responsible for carefully reviewing the submittal requirements in the RFQ&E and submits all information requested. In addition, the Respondent shall execute submit the following:

- A. Conflict of Interest Certificate (**Exhibit A**)
- B. Addendum Acknowledgement, if applicable

Acknowledgment of the following Addenda is hereby made:

Addenda No. _____ Date: _____ Respondent's Initial: _____

- C. Proposed Fees: **Proposed fees should be inclusive of all required costs for the specific item.**

Media buys should not be included in the proposed fees. JAA will review and negotiate fees for all media buys with the awarded Consultant.

<u>Initial Year Term:</u>	<u>Proposed Fees:</u>	<u>Hourly</u>
TV Production (:15)	\$ _____ Per	_____
TV Production (:30)	\$ _____ Per	_____
Billboard (design and copywriting)	\$ _____ Per	_____
Print Advertising Template	\$ _____ Per	_____
Online Advertising (design and copywriting)	\$ _____ Per	_____
Brochure (design and copywriting)	\$ _____ Per	_____
In-terminal Advertising (design and copywriting)	\$ _____ Per	_____
Ad Copy	\$ _____ Per	_____

<u>Option Year #1:</u>	<u>Proposed Fees:</u>	<u>Hourly</u>
TV Production (:15)	\$ _____ Per	_____
TV Production (:30)	\$ _____ Per	_____
Billboard (design and copywriting)	\$ _____ Per	_____
Print Advertising Template	\$ _____ Per	_____
Online Advertising (design and copywriting)	\$ _____ Per	_____
Brochure (design and copywriting)	\$ _____ Per	_____
In-terminal Advertising (design and copywriting)	\$ _____ Per	_____
Ad Copy	\$ _____ Per	_____

PROPOSAL FORM

Respondent's Name: _____

(Page 2 of 3)

<u>Option Year #2:</u>	<u>Proposed Fees:</u>	<u>Hourly</u>
TV Production (:15)	\$ _____ Per	_____
TV Production (:30)	\$ _____ Per	_____
Billboard (design and copywriting)	\$ _____ Per	_____
Print Advertising Template	\$ _____ Per	_____
Online Advertising (design and copywriting)	\$ _____ Per	_____
Brochure (design and copywriting)	\$ _____ Per	_____
In-terminal Advertising (design and copywriting)	\$ _____ Per	_____
Ad Copy	\$ _____ Per	_____

<u>Option Year #3:</u>	<u>Proposed Fees:</u>	<u>Hourly</u>
TV Production (:15)	\$ _____ Per	_____
TV Production (:30)	\$ _____ Per	_____
Billboard (design and copywriting)	\$ _____ Per	_____
Print Advertising Template	\$ _____ Per	_____
Online Advertising (design and copywriting)	\$ _____ Per	_____
Brochure (design and copywriting)	\$ _____ Per	_____
In-terminal Advertising (design and copywriting)	\$ _____ Per	_____
Ad Copy	\$ _____ Per	_____

<u>Option Year #4:</u>	<u>Proposed Fees:</u>	<u>Hourly</u>
TV Production (:15)	\$ _____ Per	_____
TV Production (:30)	\$ _____ Per	_____
Billboard (design and copywriting)	\$ _____ Per	_____
Print Advertising Template	\$ _____ Per	_____
Online Advertising (design and copywriting)	\$ _____ Per	_____
Brochure (design and copywriting)	\$ _____ Per	_____
In-terminal Advertising (design and copywriting)	\$ _____ Per	_____
Ad Copy	\$ _____ Per	_____

D. S/M/DBE Forms, if applicable (**Exhibit E**)

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PROPOSAL FORM

Respondent's Name: _____

(Page 3 of 3)

E. Proposer Certification and Signature:

By submitting this Proposal, the Respondent certifies that the Respondent has read and reviewed all of the documents pertaining to this solicitation, that the person signing below is an authorized representative of the Company, that the Proposer is legally authorized to do business in the State of Florida, and that the Proposer maintains in active status all appropriate license required for the work.

FAILURE TO SIGN YOUR PROPOSAL WILL CONSTITUTE A MATERIAL IRREGULARITY AND WILL RESULT IN REJECTION OF THE PROPOSAL.

Respondent Name: _____

Authorized Agent's Signature: _____ Date: _____

Printed Name: _____ Email: _____

Title: _____

Respondent is a: Corporation Partnership Individual

Federal Identification Number: _____

Remittance Address: _____

Telephone Number: _____ Fax Number: _____

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EXHIBIT A

CONFLICT OF INTEREST CERTIFICATE

Respondent must execute either Section I or Section II hereunder relative to Florida Statute 112.313(12). Failure to execute either section may result in rejection of this proposal.

SECTION I

I hereby certify that no official or employee of JAA requiring the goods or services described in these specifications has any financial interest in this company.

Signature

Company Name

Name of Official (type or print)

Business Address

City, State, Zip Code

SECTION II

I hereby certify that the following named JAA official(s) and/or employees(s) has a financial interest(s) in this company have filed Conflict of Interest Statements with JAA Executive Director's / CEO Office, 14201 Pecan Park Road South, Jacksonville, FL 32218 prior to the time of proposal opening.

Name	Title or Position	Date of Filing
_____	_____	_____

Signature

Company Name

Name of Official (type or print)

Business Address

City, State, Zip Code

SECTION III

PUBLIC OFFICIAL DISCLOSURE

JAA requires that a public official who has a financial interest in a proposal, proposal or contract make a disclosure at the time that the proposal, proposal or contract is submitted or at the time that the public official acquires a financial interest in the proposal, proposal or contract. Please provide disclosure, if applicable, with proposal.

Public Official: _____

Position Held: _____

Position/Relationship with Respondent: _____

EXHIBIT B

CONTRACT

(The remainder of this page has been intentionally left blank)

EXHIBIT C
REFERENCE FORM
ADVERTISING AND MARKETING CONSULTING SERVICES
RFQ&E NO. 12-34-11105

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact Phone Number: _____

Contact Fax Number: _____

Contact Email Address: _____

Type of Services Provided: _____

Date Services Performed: Start Date: _____ End Date: _____

Size of Facility: _____ Contract Value: \$ _____

As part of this solicitation, Respondent references are considered very important. As such, JAA will contact and evaluate the responses it receives from each reference provided in response to this solicitation. To the extent contact with proposed references cannot be made or the proposed references indicate a lack of knowledge or awareness of a Respondent, the same will be negatively reflected in JAA's evaluation of Respondent's responsibility or ability to perform the Scope of Work contemplated herein. Therefore, prior to proposing references, Respondents are encouraged to contact those individuals or entities being proposed as references in order to ensure that: (i) their contact information is current and correct; (ii) they are knowledgeable and aware of the issues for which they are being proposed as references; and (iii) they are ready, willing, able and/or permitted to provide the reference information being sought.



EXHIBIT D
Local Business Verification Form
Normal Market Area (NMA): Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns County

Name of Business:				Nature of Business:
Physical Address of Business: (not a PO Box)				
Type of Business	Circle One: Corporation	Sole Proprietor	Partnership	Other
City / State / Zip				
Local Phone Number:		Fax Number:		
Date Business was established in NMA:		Number of employees living in the NMA:		
County Location:		Contact Email Address:		
Owners Name:				
Business License County:		Date License Issued:		

You **MUST** include the following information with the return of the affidavit:

- Current Business, Occupational, and Professional Licenses.
- If a tie occurs between two Local Businesses or Local Bidders, then you will be requested to submit an Employee Roster to include Name, Date of Hire, City, County and Zip Code for the employees living in the NMA.

I certify that the above information is correct and I understand that failure to sign this form and any material misrepresentation will constitute a material irregularity and will result in the disqualification of the status "Local Business".

Authorized Agent's Signature: _____ Date: _____

Printed Name: _____, Title: _____

Sworn to and subscribed before me this _____ day of _____, 20_____.

By _____
 (Affiant's Printed Name)

He/She is personally known by me or has produced _____ as identification.

State of _____

Notary seal

 (Signed by Notary)

 (Notary's Printed Name)

My Commission Expires: _____

EXHIBIT E
S/M/DBE FORMS 1-4

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