



## **Request for Proposals Airport Media and Advertising Concession Program Issued January 30, 2017**

The Ontario International Airport Authority ("OIAA") seeks experienced, creative, innovative and responsible proposers to establish an Airport Media and Advertising Concession Program that maximizes non-aviation revenue, and creates a positive environment and experience for guests of Ontario International Airport ("ONT").

The Successful Proposer shall have the responsibility to sell, construct, purchase, install, operate, maintain, and service advertising of all mediums in and around the passenger terminals and at other locations on airport property including but not limited to parking venues and roadways. Additionally, the Successful Proposer will have the opportunity to solicit airport sponsorships and award naming rights.

### **A. Background**

ONT is owned and operated by the Ontario International Airport Authority. The OIAA took control of ONT on November 1, 2016, following 50 years of operation by Los Angeles World Airports (LAWA). The OIAA was formed in August 2012 by a Joint Powers Agreement between the City of Ontario and the County of San Bernardino to provide overall direction for the management, operations, development and marketing of ONT for the benefit of the Southern California economy and the residents of the airport's four-county catchment area.

The Mission of the OIAA is to operate and grow as one of the most competitive, efficient, innovative and customer-friendly passenger, cargo and business airports in the United States as a key economic asset serving the Inland Empire and the entire Southern California region. For more information, refer to the OIAA's Strategy Business Plan Executive Summary which may be accessed on the flyONTario.com website at the following URL: [http://www.flyontario.com/sites/default/files/010713-oiaa-adopted-ont-biz-plan\\_exec-sum.pdf](http://www.flyontario.com/sites/default/files/010713-oiaa-adopted-ont-biz-plan_exec-sum.pdf)

ONT encompasses approximately 1,700 acres within the City limits of Ontario, California, about 35 miles east of downtown Los Angeles in the center of Southern California. It is well-located within the regional ground transportation system, lying between I-10 Freeway on the north and the SR-60 Pomona Freeway on the south. It also is accessible via a well-developed system of arterial and local roadways. ONT's service area includes a population of six million in San Bernardino and Riverside counties, and portions of Orange and Los Angeles counties.

Other airports in Southern California are constrained by a variety of factors including a passenger cap, noise ordinance, and airside and ground access limitations that position ONT for long-term growth.

ONT is designated by the Federal Aviation Administration as a medium-hub airport. It offers nonstop commercial jet service to 14 major U.S. and Mexico cities, and connecting service to many domestic and international destinations. There are approximately 62 daily departures offered by 7 air carriers: AeroMexico, Alaska, American, Delta, Southwest, United and Volaris. In 2016, the airport served 4.3 million passengers (arriving and departing).

Two multi-level passenger terminals, which opened in 1998, consist of approximately 270,000 square feet of covered space with 26 passenger loading bridges. At the separate International Arrival Terminal there are 9 aircraft parking positions. There is also a Consolidated Rental Car facility.

The airport primarily serves passengers whose travel originates and terminates in the Southern California region.

Parking facilities include four outdoor parking venues: Terminal 2 Premium Short Term Parking (347 spaces) Terminal 2 Daily Parking (1,254), Terminal 4 Premium Short-Term Parking (352), Terminal 4 Daily Parking (1,438), Lot 5 Value Parking (1,192) and Lot 3 Economy Parking (2,200). In addition, ONT offers valet parking at Terminal 4.

The OIAA assumed a LAWA advertising contract with JCDecaux that expires April 7, 2017. Until a the OIAA executes the Airport Media and Advertising Concession Program agreement, the JCDecaux contract will continue month to month.

## **B. Goals and Objectives**

The OIAA wishes to provide airport guests with a friendly environment that helps reduce the stress of travel while providing them with superior dining and shopping opportunities, and amenities such as high-speed WiFi to allow them to be more productive. The goal is to create an airport environment that is conducive to noticing and retaining advertiser messages and branding.

Over the past decade, ONT advertising has been confined to the interior of the passenger terminals and has consisted mainly of backlit wall mounted displays, corporate displays and hotel/motel board advertising.

The OIAA believes that there are many other ways to create interest and enhance revenues through other types of displays and techniques, and by opening the entire airport to possibilities for advertising, sponsorships and naming rights.

Thus, the OIAA is seeking creative proposals that present a comprehensive program that goes well beyond traditional airport advertising, attracts new advertisers at higher rates, and improves the airport environment for its guests.

### **C. Scope of Work**

The Successful Proposer shall have the non-exclusive right to operate the following at ONT:

**In-terminal advertising:** Advertising within the terminal may include, but is not limited to, traditional backlit wall mounted displays; floor mounted displays; overhead dioramas; high-tech media including liquid crystal displays, recessed signs with light emitting diode displays, fiber optic displays, wide screen video systems, digital image banners, touch screens, interactive multimedia software, interactive projection systems or optical imaging display cases; wall murals; courtesy phone centers; fixed 3-dimensional displays; video advertising,

**Outdoor advertising program:** Advertising outside the terminal may include, but is not limited to, light pole banners; roadway billboards; exterior wall wraps; recessed signs with light emitting diode displays; fiber optic displays; wide screen video systems; digital image banners; touch screens; interactive multimedia software; interactive projection systems or optical imaging display cases.

**Airport parking advertising program:** Advertising associated with parking may include, but is not limited to, king size poster ads on the sides and rear of parking shuttle buses; bus branding; wraps on gate arm faces on gate arms at parking lot exits; advertising on front or back of parking lot tickets.

**Sponsorship and naming rights:** The OIAA encourages proposers to suggest creative ideas for maximizing revenue through sponsorships of and/or naming rights for airport services, facilities, venues and infrastructure.

**Unique partnerships:** The OIAA encourages proposers to suggest creative ideas for innovative partnerships with businesses that want to pursue non-traditional marketing at the airport. These opportunities may include, but are not limited to, special events, product rollouts, demonstration booths, technology centers, and strategic product placement.

#### **D. Limitations and Restrictions**

Advertising shall not compete with roadway, wayfinding, safety, amenity or informational signage. Displays are not to be mounted in a manner that might limit passenger visibility of roadway, wayfinding, safety, amenity, or informational signage.

All displays must comply with all applicable provisions of the Americans with Disabilities Act of 1990 (“ADA”).

Advertising is not permitted in and around TSA Security Screening Checkpoints, tenant lease spaces including airline hold rooms and ticket counters, without approval of the leaseholder, nor in any area that conflicts or interferes with art displays.

All advertising locations, equipment, and content for any proposed concept shall be subject to the approval of the OIAA prior to implementation. The OIAA desires to maintain a family friendly, inoffensive environment which reflects positively on the community. Advertising venues may not be used for political advertising, or the advertising of tobacco or adult-oriented businesses. The OIAA reserves the right to change, add, remove, or relocate any advertising as it deems appropriate.

#### **E. Concession Agreement**

The concession agreement shall be drafted by the OIAA’s General Counsel. The concession agreement shall include standard airport concession agreement terms and conditions. The envisioned term of the agreement is 10 years but may be longer depending on the proposed level of investment needed to accomplish the Successful Proposer’s program and maximize revenue to the OIAA.

#### **F. Submittal Content**

The submittal should reflect the respondent’s ability to provide the requested program in the manner sought by OIAA. The OIAA encourages succinct responses. Therefore, submittals should not exceed 40 pages (or 20 pages double-sided print) of text and/or images. The Proposal shall include the following required information:

- A cover page with the name and address of the Company and titled “Proposal for Airport Media and Advertising Program”;
- A one-or two-page cover letter signed by the proposer’s contact representative, expressing interest and capability to perform the work for which this solicitation has been issued, as well as acknowledgment of compliance with the OIAA’s DBE/SBE policy, non-discriminatory and civil rights policies, upon possible agreement of a contract with the OIAA.

- A succinct description of key professionals capable of performing the Airport Advertising and Media Concession Program outlined in the proposal, including a chart identifying the Project Manager, key personnel, and sub-contractors;
- Qualifications of individuals who would be assigned work under this contract as subcontractors;
- Descriptions of past performance of similar programs, and quantifiable or qualitative results from the performance of those programs; and
- Three or more professional references of current and/or past clients (please include contact name, address and phone number).
- A summary of the types of advertising you would like to pursue at ONT including a description of the overall program you think you can provide that will meet the OIAA's objectives.
- A minimum annual guarantee (MAG) based on the program you are submitting. Your proposed MAG should be broken out by individual advertising elements so that if the OIAA determines that an element is not appropriate for ONT, the MAG can be adjusted accordingly. Please also address how the MAG could be adjusted annually based on passenger traffic growth.

#### **G. Selection Process**

Proposals will be evaluated by an OIAA selection committee consisting of the Chief Development Officer, Chief Financial Officer and Chief Operating Officer using a scoring system based equally on anticipated revenue to the OIAA, the perceived effect of the program on the ONT guest experience, and the ability of the proposer to meet ongoing operational and maintenance demands of the program. Depending upon the number and qualifications of respondents, the OIAA may negotiate directly with a proposer, or may develop a shortlist of companies and invite them to interviews for final selection. The decision as to the process, timing, and selection will be at the discretion of the OIAA.

#### **H. Non-discrimination**

Respondents shall agree not to discriminate on the grounds of race, color, creed, national origin, sex, sexual orientation, gender identity or expression, or age in the selection and retention of any employee or applicant for employment, and subcontractors, including procurements of materials and leases of equipment.

Firms or individuals who are qualified DBEs are afforded the opportunity to submit statements of qualification in response to this invitation. However, a non-DBE respondent who intends to subcontract a portion of the work shall affirmatively seek other DBEs that are potential subcontractors, suppliers, or consultants, and actively solicit their interest, capability and fees.

#### **I. General Instructions**

The OIAA shall not be responsible for costs incurred in responding to this Request for Proposals.

The OIAA reserves the right to reject any or all proposals, to waive any informality or irregularity in any proposal received, and to be the sole judge of the merits of the respective proposals received.

All firms interested in this RFP (including the firm's employees, representatives, agents, lobbyists, attorneys, and sub-consultants) shall refrain, under penalty of disqualification, from direct or indirect contact for the purpose of influencing the selection or creating bias in the selection process with any person who may play a part in the selection process. Contact with any official or employee of the Authority, including any member of the OIAA's Board of Commissioners, in connection with this RFPQ and the service described herein is prohibited and may be cause for disqualification. Neither the Authority nor its Commissioners shall meet individually with any proposers prior to receipt of proposals.

This policy is intended to create a level playing field for all potential firms and to protect the integrity of the selection process. All contact on this selection process should be addressed to Mark Thorpe, Chief Development Officer, at [mthorpe@flyontario.com](mailto:mthorpe@flyontario.com). Specific questions pertaining to the contents of this RFP should be sent following the instructions in Section K.

#### **J. Pre-Proposal Meeting and Tour**

A non-mandatory pre-submittal meeting will be held on **Wednesday, February 15, 2017, at 1:30 p.m. PST** at the Administration Offices of the Ontario International Airport located at 1923 E. Avion Avenue, Ontario, CA 91761. An airport tour will follow the meeting.

#### **K. Submittal Requirements**

Proposals must be submitted to the OIAA **no later than 4:00 p.m. PST on Wednesday, March 29, 2017.**

Proposals may be submitted by email, by mail or courier.

*Submittal by email:* Send a single Portable Document Format (PDF) file to bids@flyontario.com. The file size of the document should not exceed 20 megabytes. The subject line of the email should state "Proposal: Airport Media & Advertising Concession Program."

*Submittal by mail or courier:* Submitted 12 printed copies of your proposal to the following address:

Ontario International Airport Authority  
Re: Proposal: Airport Media and Advertising Concession Program  
1923 East Avion Street  
Ontario, California 91761

If you have questions about this Request for Proposals, please send your written questions to bids@flyontario.com before 4:00 PM PST, Wednesday, February 8, 2017.

#### **L. Proposal Acceptance Period**

All Proposals are valid for a period of one hundred and eighty (180) calendar days from the RFP closing date unless a longer acceptance period is offered in the Proposal.

#### **M. Proprietary Information**

All material submitted to the OIAA becomes public property and is subject to the California Public Records Act upon receipt. If a proposer does not desire proprietary information in the proposal to be disclosed, each page and section containing proprietary information must be identified and marked proprietary at time of submittal. The OIAA will, to the extent allowed by law, endeavor to protect such information from disclosure; provided, however, the proposer shall be solely responsible to justify its confidentiality claims to appropriate court. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request at the end of the procurement process.