



**REQUEST FOR INFORMATION  
AIRPORT LOUNGES**

May 3, 2021

***Introduction***

The Bishop International Airport Authority (BIAA) issues this Request for Information (RFI) in order to select one or more companies, organizations or entities from our region to work in conjunction with the Bishop International Airport Authority Staff, as well as our engineering firm, and when required, its airline partners and/or tenants, to create themed passenger lounges throughout the Airport Terminal. All entities will be involved from the initial concept approval to the plan and final product.

These lounges must be appropriate for our facility, as deemed in the sole discretion of the evaluators, and must follow all of the terminal advertising guidelines listed in our Rules and Regulations. The guidelines can be read by using this link, beginning on page 15:

[https://www.bishopairport.org/application/files/3416/1532/3732/RR2\\_GR2\\_Formats -  
\\_Prep for Posting.pdf](https://www.bishopairport.org/application/files/3416/1532/3732/RR2_GR2_Formats_-_Prep_for_Posting.pdf).

Approximate size is 23' x 64' with two (2) 6' x 16' areas. The total square footage is approximately 1,664 square feet.

Approval of all entities are required to move forward in the process

**Submissions must arrive in the BIAA offices prior to 3:00 PM (EST) May 14, 2021. *No exceptions to this deadline will be made.***

**Terms of Contract**

BIAA wishes to receive proposals for selection of companies, licensed to practice in the State of Michigan, to provide services as described herein for a period of ten (10) years, beginning upon receipt of Notice to Proceed. This proposal shall be extended/renewed for two (2) additional five (5) year periods at the sole discretion of the BIAA, provided there are no changes in terms and conditions.

**Expectations**

It is understood that the organization has the ability to present finished products within a timely manner of BIAA's request.

Any subcontracting will need to be approved in advance by BIAA.

The contracted organizations must be available to meet with BIAA staff and/or its engineering firm in person when given appropriate notice. Most communication will be in the form of emails and phone calls.

BIAA and its engineering firm may provide creative input and lounge direction.

This RFI in no manner obligates BIAA to the eventual contracting of any services described, implied, or which may be proposed, until confirmed by written agreement, and may be terminated by BIAA within the scope of the contract's permissions.

BIAA is looking to identify the most qualified responses based on the overall capabilities, creativity and budget of the respondents. Organizations will be evaluated on their responses to the following:

### **Capabilities**

- Should develop cost-effective and innovative marketing and advertising collateral to reach specific audiences and objectives.
- Will provide one or more creative services including, but not limited to: conceptual and creative development, copywriting, photography, art direction, graphic design and production, television and radio production, audio and video production.
- Must be flexible in working with varying airline co-op programs and airline-based co-branding initiatives as well as the required differences required in planning and creative.

### **Desired Qualifications**

- Expertise in the development of one or more forms of advertising content and materials to include, but not be all-encompassing: radio, television, graphic design, printed information materials, newspaper, digital media, signage, advertising copywriting and design and other collateral.
- Ability to be flexible, collaborative and resourceful to achieve marketing goals under rapidly changing conditions.
- Special consideration will be given to outlets with experience in the travel/tourism industry.

### **Proposal Instructions**

***This entire RFI has a maximum page allowance of 8 pages, one-sided, external links to creative only are encouraged and do not count towards your page tally.***

- Respondent: List company name, address, point of contact name, title, phone and email, website URL and any other relevant social media, date.
- Key organization contact: Identify who will be the Airport's primary day-to-day point of contact.
- References: list of companies you have worked with on projects (at least 5). If any are in a comparable industry ensure that you list them. For all of them, list the contact person your team worked with, their name, title, email address and phone number, company name and address.
- Brief bio of the work skills/background of the individuals who would be involved in this project
- Hierarchical structure of your company and its history or purpose.
- If you have ever worked with one of our competitors? If so, please list them.
- Have you ever worked on a similar project with another entity? For all of them, list the contact person your team worked with, name, title, email and phone number, address, company name. Briefly describe the project and include any photographs, etc... if possible.
- What is your concept for a lounge area? If possible, please provide any artwork, photographs or samples that will provide a potential visual representation. External links to conceptual designs are encouraged.
- Projected amount your company will spend on this project/installation, what it would include, (furniture, décor, artwork, etc...) as well as exclude.

- Please provide a one paragraph statement of your company’s purpose in wanting to be located inside the Airport.
- Timeline for you to be ready to install and which parts of the installation you will perform.
- Note your familiarity with Airports and the aviation/travel/tourism industry.
- Firm’s capability of meeting deadlines.

**Project Staffing**

- Please provide a brief bio of the work skills/background of the employee(s) who would be involved.
- A brief overview of what you know about Bishop International Airport and its brand.

**Conflict of Interest**

In addition to complying with any applicable professional conduct standards relating to conflicts of interest, respondent affirms and agrees that he/she has not represented any client in any matter that may result in a conflict of interest. Any potential conflict of interest shall be clearly disclosed in the respondent’s proposal.

Failure to provide any of the required data to allow for evaluation of the respondent’s submission to the RFP, or failure to follow and complete the RFI format and accompanying documents will be grounds for rejecting the qualification statement. **BIAA maintains the right to reject any and all proposal statements submitted for consideration.**

**Proposal Statement Submission**

The qualification statement should respond to the information requested in all sections of this RFP. Your submission package should be clearly marked: **“BIAA Airport Lounges.”** Five (5) copies of your completed qualification statement and schedule of fees—should be emailed, mailed to or dropped off in a sealed package to the attention of:

**Autumn Perry-MacClaren  
Assistant Director of Marketing, Public Relations  
Bishop International Airport  
G-3425 W. Bristol Road  
Flint, MI 48507**

***Facsimile copies of submissions will NOT be accepted and will be automatically disqualified if received.***

All questions must be submitted via e-mail to Autumn Perry-Mac Claren at [amacclaren@bishopairport.org](mailto:amacclaren@bishopairport.org). Written answers, including any amendments to the RFI will be posted at <http://bishopairport.org/Business-Opportunities> and it is the sole responsibility of the responding organization to routinely monitor this page for additional information. All costs incurred by your agency/firm during the preparation and presentation of a response to this RFI will be the sole responsibility of your organization. All materials submitted in response to this RFI shall become the property of BIAA.

**RFI Evaluation and Selection Process**

1. A Selection Committee will review all documents and materials submitted.
2. The Committee will request oral presentations from the top ranked candidates.
3. The BIAA reserves the right to award as many contracts as desired. No single entity will have exclusivity unless determined so by BIAA.

4. All correspondence with the BIAA including responses to this RFI will become the exclusive property of the BIAA

### **Schedule**

May 3, 2021 Request for Information advertised.

May 14, 2021 Request for Information and other required documents are due.

May 26, 2021 Short list of candidates will be selected and contacted for interviews/presentations.

June 2 & 3: Competitive interviews with finalists (if deemed necessary by the Authority).

June 7, 2021 Bishop International Airport Authority to approve successful organization and authorize the Airport Director to negotiate the terms of the Services.