

ADDENDUM NO. 4
RFP-2026-15
PUBLIC RELATIONS AND MARKETING SUPPORT SERVICES

Date: October 20, 2026

To: Prospective Respondents to RFP-2026-15

From: Gerri Lynn Faircloth, Procurement Officer

Subject: **Revisions; Questions & Answers**

This addendum is being issued to provide solicitation revisions and answers to Prospective Respondent questions.

ITEM #1: REVISED SCOPE OF SERVICES

The Scope of Services is hereby deleted and replaced with the Revised Scope of Services, attached hereto.

ITEM #2: SUBMITTALS

Proposal submissions shall be submitted in accordance with the information provided on page one of the Notice to Respondents; the information provided in the second sentence of § Format of Submittal Responses is deleted in its entirety.

ITEM # 3: BUDGET AND PRICING

The budget provided in this addendum shall be all inclusive of the services being outlined in this RFP. Fees shall be paid in equal installments over a 12-month period on an annual basis. The initial term of the contract must have one annual amount. Contractor may include an escalation in the two renewal options provided Contractor has continued to provide satisfactory services and the Board of Directors approves the award and pricing submitted for the services.

ITEM #4: EVALUATION AND AWARD

Evaluation and Award, §3. Technical Evaluation Criteria, is hereby deleted and replaced with the following:

Evaluation Criterion	Maximum Points
Tab 1 - Qualifications and Experience of Firm and Personnel	25
Tab 2 - Technical Approach and Work Plan	35
Tab 3 - Relevant Experience and Past Performance	15
Tab 4 - Project Team Structure and Communication Plan	5
Tab 5 - Financial Proposal	20
Total	100

ITEM #5: REVISED FINANCIAL RESPONSE FORM

The Financial Response Form is hereby deleted and replaced with Revised Financial Response Form, attached herein.

ITEM #6: RESPONDENT QUESTIONS & DISTRICT ANSWERS

District answers to Prospective Respondent questions.

RESPONDENT QUESTIONS & DISTRICT ANSWERS

1.	Q.	For a proposed firm/team, must the five years of relevant experience be held by the prime contracting entity, or may documented experience of named team members or subcontractors satisfy the requirement?
	A.	Yes, the firm must have the required five years' experience. The District prefers to contract with a firm/team where the prime contract entity has at least five years of relevant experience leading, managing, and governing the technology used by the firm and its subcontractors.
2.	Q.	Agreement Sections 1.2 and 5.1 reference a "completed workload schedule" in Exhibit I and the "specifically included workload", but Exhibit I is blank in the solicitation. Will the District issue a workload schedule (for example, annual quantities of press releases, campaigns, events, landing pages, and videos), or should respondents propose our own recommendation for baseline volumes?
	A.	See Item #1, Revised Scope of Services, which shall become an attachment to the Agreement as Exhibit I, but also attached herein. The District intends to work in collaboration with the Contractor in creating the workload schedule necessary to achieve the overall goals and objectives of the marketing plan which will become part of Exhibit I. Upon finalization of the plan, an amendment will be executed to formalize the Workload Schedule.
3.	Q.	Scope of Services 2.a calls for refreshing the brand and guidelines "as needed" and Appendix A, Task 3 lists Updated Brand Guidelines as a deliverable, with the Brand & Marketing Plan due within 60 days. Is the District anticipating a visual identity refresh in Year 1, or an update to the existing brand guidelines and messaging?

	A.	The District anticipates an update to the existing brand guidelines and messaging during Year 1, rather than a full visual identity refresh. However, if the Contractor, based on professional opinion and supporting data, recommends a comprehensive creative brand refresh, the District will evaluate any supplemental deliverables and cost constraints required to make the determination.
4.	Q.	What volume of social media management and posting does the District anticipate? Will the District handle the day-to-day posting and community response in-house, or is community management part of the scope?
	A.	Please see Item #1, Revised Scope of Services.
5.	Q.	Is route marketing and air service development support handled in-house or by a separate air service development consultant? What cooperative marketing partnerships exist today, including any with tourism bureaus that contribute to destination co-op spending?
	A.	Specialized air service development consulting is not a part of this Agreement. However, the Contractor will provide critical marketing support for route announcements, inaugural flight events, and tactical promotional campaigns. The District maintains established cooperative marketing frameworks with regional tourism bureaus to maximize shared media presence and leverage destination co-op spending.
6.	Q.	Evaluation and Award Section 3 references "a commercially credible revenue strategy" and "comparable airport or governmental advertising programs," and Scope Section 2.b references SEO/SEM "monetization." Does the District expect proposals to include revenue-generating elements, such as sponsorships or advertising?
	A.	Yes. The District expects the selected Contractor to identify and evaluate innovative, commercially viable opportunities to optimize revenue. This includes exploring creative digital monetization strategies (e.g., website advertising, strategic digital placements, or high-value partnerships) as long as they do not compromise the user experience, brand integrity, or accessibility compliance of the District's public assets. Proposals should highlight relevant experience maximizing ancillary marketing revenue in public or governmental frameworks.

7.	Q.	Who currently hosts https://link.edgepilot.com/x/LiXSLDiR2vd9B-Uy-XVbXf0?u=http://www.iflybeaches.com/ , and what content management system is it built on?
	A.	The official website for Northwest Florida Beaches International Airport (ECP) is currently built on the Craft (CMS). It is hosted securely via dedicated cloud infrastructure managed by the District's current marketing and PR contractor.
8.	Q.	Are the "website updates" in Scope Section 2.c and Appendix A, Task 4 limited to content and landing pages, or does the District anticipate development work or a redesign during the contract term?
	A.	Please see Item #1, Revised Scope of Services and answer to Question #7.
9.	Q.	Regarding Agreement Section 9.1 (WCAG 2.1 Level AA), please confirm the contractor is responsible for the accessibility of content it creates or modifies, and not for remediation of existing website content or documents.
	A.	Please see Item #1, Revised Scope of Services.
10.	Q.	Does the District anticipate the contractor assuming website hosting, technical maintenance, or support of iflybeaches.com during the term? If so, should hosting and third-party licensing costs be treated as reimbursable external costs under Agreement Section 5.2 or included in the retainer?
	A.	Please see Item #1, Revised Scope of Services.
11.	Q.	Scope Section 6.a–b states that all costs are included in the fixed annual fee, while Agreement Section 5.2 treats paid media, printing, outside production, dedicated third-party subscriptions, and event vendors as reimbursable external costs at net cost. Please confirm that the Firm Retainer Fee should cover labor, account management, and routine tools only, and that external costs are outside both the retainer and price scoring.

	A.	Yes, please refer to Item#1, Revised Scope of Services and the breakdown of cost for the fiscal year 2026 is as follows: 2026 Fiscal Year (October 1-September 30) • Retainer Fees: \$96,000.00 • Hard Cost: \$35,000.00 • Advertising: \$107,000.00 TOTAL BUDGET: \$238,000.00
	Q.	What is the District's anticipated annual budget for paid media and other external marketing costs, and what was spent in the most recent fiscal year?
	A.	Approved annual budget is \$250,000.00, all inclusive. See answer to Question #11.
13.	Q.	Agreement Section 5.2 does not allow markup or commission on external costs unless a specifically identified fixed fee is included in Exhibit II, but the Financial Proposal Form has no line for one. May respondents propose a fixed media placement or management fee, and if so, where should it be shown?
	A.	Respondents shall consider all services being requested, the information provided in the answer to Question #11 and the allocated budget from the previous two years as provided below when completing the Financial Proposal Form. Fiscal Year 2023–2024 (Actual): \$220,000 Fiscal Year 2024–2025 (Actual): \$240,000
14.	Q.	Does the District already have media monitoring, social listening, or analytics dashboard tools in place? Is passenger awareness tracking (survey research) expected within the retainer, or funded separately as an external cost?
	A.	The District maintains internal access to standard digital analytics, but expects the Contractor to utilize their own professional media monitoring and social listening tools within the core retainer fee. Regarding passenger awareness tracking, any extensive primary survey research or formal data-gathering initiatives are not expected to be covered by the fixed retainer labor fee. If requested and authorized by the District, these initiatives will be funded separately as an external, reimbursable cost, provided they remain within the District's total all-inclusive annual budget of \$250,000.

15.	Q.	Is on-site presence expected? If so, approximately how many on-site visits per year does the District anticipate (for example, events, inaugurals, press conferences, board meetings, and media training)? Is travel for retainer work reimbursable under Agreement Section 5.5 with prior approval, or should it be included in the retainer fee?
	A.	Please refer to Item #1, Revised Scope of Services
16.	Q.	During the pre-proposal meeting, the District indicated that ad hoc services may be priced on a separate rate sheet. Please confirm the hourly rate sheet should be included with the Financial Proposal Form in the separately sealed envelope. Additionally, may hourly rates and the renewal-year retainer include an annual escalation, or must all pricing remain fixed for the full five years?
	A.	Please see Item #5, Revised Financial Proposal Form.
17.	Q.	Please confirm in writing the price scoring calculation in Evaluation and Award Section 4, including whether the "combined price" is a five-year total (the Years 1–3 annual figure counted three times, plus Renewal Option 1 and Renewal Option 2) or the sum of the three figures as entered on the form.
	A.	Please see the Item #5, Revised Financial Proposal Form attached hereto.
18.	Q.	The Notice to Respondents lists the proposal deadline as 2:00 PM CDT on October 20, 2026. Please confirm the deadline is 2:00 PM Central time.
	A.	Please refer to Addendum No. 3.
19.	Q.	The Submittal Responses section lists nine required forms for Tab 6, including a Certification Regarding Lobbying. The Required Forms packet includes seven forms, numbered differently, and does not include a lobbying certification. Please provide the lobbying certification or confirm it is not required, and confirm which form numbering respondents should follow.
	A.	Required Forms are correctly listed by name within the Submittal Responses except the second form in the packet is the Entity Detail, which was not numbered and the missing Certification Regarding Lobbying is attached herein.
20.	Q.	Standard Terms and Conditions Section 13 describes a Florida preference and requires respondents whose principal place of business is outside Florida to include a written attorney's opinion regarding their home state's bid preferences. Please confirm whether this preference and the attorney's opinion requirement

		apply to this RFP and, if so, how the preference is applied within the points-based evaluation.
	A.	Florida Preference will be applied as described in Chapter 287.084, Florida Statutes.
21.	Q.	Could you help us understand the amount of work you anticipate over a typical year? Appendix A includes all listed tasks in the retainer, and the agreement mentions an “included workload” and a “completed workload schedule.” We may have overlooked that schedule—is it available? Even approximate quantities for releases, campaigns, social posts, website updates, events, video, photography, and executive support would help us plan the staffing and price the work appropriately.
	A.	The District does not maintain a separate 'completed workload schedule' document. The full baseline expectations are contained within the Revised Scope of Services, see Item #1. The core retainer is intended to establish an all-inclusive, dynamic public relations and communications framework rather than a fixed menu of individual deliverables. Proposers should structure their staffing plans to flexibly support a mid-sized public agency's day-to-day communications needs, which typically involve fluctuating weekly demands based on scheduled board actions, community milestones, and active campaigns
22.	Q.	Where would you like us to provide hourly rates for additional work? The scope mentions those rates, but the financial form appears to have spaces only for the annual retainer amounts. Should we attach a separate rate sheet? And should the annual figures cover the retainer alone, or include an allowance for anticipated additional work?
	A.	The services being requested shall be all inclusive of the allotted budget.
23.	Q.	We noticed the individual evaluation categories add up to 105 points, while the table shows a total of 100. Could you let us know which figures we should use when preparing our response?
	A.	Please see Item #4 of this addendum.
24.	Q.	Could you help us draw the line between expenses covered by the retainer and those the Airport would authorize separately?

25.	Q.	Our reading is that routine staffing and tools belong in the retainer, while approved paid media, outside production, certain subscriptions, printing, and event expenses may be reimbursed at actual net cost. Is that the right understanding? Any examples would be helpful.
	A.	Yes, that is correct. Example: If the Airport were to host an event, the costs for printing, branded swag, refreshments, etc., would be reimbursable.
26.	Q.	We understand the initial crisis response requirements. If an incident continues beyond that initial response, how much ongoing support should we plan to include in the retainer? For example, how would you like us to handle extended monitoring, repeated updates, on-site support, or several days of dedicated staffing? When would additional compensation be appropriate, and what approval would the Airport require before that work begins?
	A.	Please see Item #1, Revised Scope of Services.
27.	Q.	What is the anticipated annual budget?
	A.	The approved Marketing and Advertising budget for fiscal-year 2027 is \$250,000.
28.	Q.	Does the anticipated budget include hard cost, such as media cost, printing, production?
	A.	Yes, please see the answer to Question #11.
29.	Q.	Would you be able to give an approximate work between the two main categories of Public Relations and Communications vs. Marketing and Brand Management? (i.e. 50/50 or skewed more in one direction)
	A.	Because brand management serves as the vital foundation for all of the District's marketing, public relations, and communications efforts, it is implicitly integrated into every task within the scope of work. To assist Respondents with staffing models and strategic allocation, the District anticipates the overall operational workload will skew approximately 60% toward Public Relations and Communications and 40% toward Marketing and Brand Management.

30.	Q.	The Evaluation and Award file assigns 25, 40, 15, 5, and 20 points to Tabs 1–5, which add to T105, but prints a total of 100. Which point values control?
	A.	Please see Item #4 of this addendum.
31.	Q.	Tab 6 of Submittal Response lists nine form descriptions. The Required Forms PDF contains seven numbered forms and no separate lobbying certification. Is that PDF the complete required set, or will another form be posted?
	A.	Please see answer to Question #19.
32.	Q.	The Financial Proposal Form mentions fixed hourly rates but has no rate fields. Where should respondents state those rates? Should third-party media and production costs be included in the retainer or shown separately?
	A.	See Item #5, Revised Financial Proposal Form.
33.	Q.	The Standard Terms call for an out-of-state respondent's attorney opinion about home-state preferences. Does that requirement apply to this professional-services RFP, and if so, what format is expected?
	A.	Please see the answer to Question #20.
34.	Q.	Can the District share historical budgets for this scope over the past two to three fiscal years, broken out by retainer, paid media, production, and ad hoc services, as well as the anticipated budget for the upcoming year?
	A.	The District manages its marketing and public relations under a unified, comprehensive fiscal allocation. The historical all-inclusive budget allocations are as follows: Fiscal Year 2023–2024 (Actual): \$220,000 Fiscal Year 2024–2025 (Actual): \$240,000 Fiscal Year 2026–2027 (Current): \$250,000 Proposers should demonstrate how their proposed retainer structures will maximize the value of this total all-inclusive funding allocation.
35.	Q.	Should the Firm Retainer Fee include media and production pass-throughs, or agency fees only? If pass-throughs are included, will the District provide a standard amount for all proposers to use?

	A.	See answer to Question #11 above.
36.	Q.	Will the addendum formally remove the ad hoc hourly rates (Scope Section 6c), and should the Years 1–3 annual cost be a single fixed price??
	A.	See Item #5, Revised Financial Proposal Form.
37.	Q.	How are airline cooperative marketing and air service incentive campaigns currently funded and managed, and will they run through this contract?
	A.	Airline cooperative marketing incentive programs are funded separately, but are supported by the Public Relations and Marketing support firm of record as requested.
38.	Q.	Are there existing cooperative partnerships with tourism organizations such as Visit Panama City Beach or Visit South Walton that the agency would be expected to manage or build on?
	A.	The District has collaborative partnerships with local organizations but no formal agreements are in place.
39.	Q.	What is the anticipated timeline for the facility build-outs and concessions mentioned at the pre-proposal meeting, and what role is the agency expected to play?
	A.	Current timeline for the new airline gates, baggage claim, and passenger arrival hall is mid-April 2028, final completion is projected for May 2029.
40.	Q.	What existing research and performance data will be available to the selected firm, such as passenger surveys, catchment or leakage studies, and website and social analytics?
	A.	Please see Item #1, Revised Scope of Services
41.	Q.	Which airports does the District view as its primary competitors or benchmarks?
	A.	Primary competing Airports within the Northwest Florida Beaches International Airport catchment area are Destin Fort Walton (VPS) and Pensacola International Airport (PNS).
42.	Q.	Is day-to-day social media management expected of the agency or handled by Airport Staff?

	A.	Social media management will be a collaborative effort with the agency and Airport marketing & communications staff.
43.	Q.	Should proposals be hard copy, electronic or both?
	A.	Please refer to Item #2 of this addendum.
44.	Q.	Evaluation and Award, Section 3: The technical evaluation criteria total 105 points (25+40+15+5+20) while the state total is 100. Please Confirm.
	A.	Please see Item #4 of this addendum.
45.	Q.	Financial Proposal Form; Scope of Services, Section 6c: The Financial Proposal Form refers to ad hoc services charged “at the fixed hourly rates below,” but the form does not include a rate table. Where should proposers submit hourly rates for ad hoc services.
	A.	Please see the Item #5, Revised Financial Proposal Form attached hereto.
46.	Q.	Financial Proposal Form; Agreement Section 5.: The Financial Proposal Form describes the retainer as all inclusive. Agreement 5.2 treats paid media, printing, outside production, dedicated third party subscriptions, and event vendors as reimbursable external costs with prior written approval. Please confirm whether the annual retainer fee should include these costs, with them billed as approved pass-throughs.
	A.	Please see answer to Question #11.
47.	Q.	Financial Proposal Form; Agreement Section 2: The Financial Proposal Form describes Renewals 1 and 2 as optional, while Agreement Section 2 states the Agreement will renew automatically. Please confirm which applies.
	A.	Please see Item #5, Revised Financial Response Form attached hereto.
48.	Q.	Evaluation & Award; Section 1: Can the District share the names and titles of the Evaluation Committee members for this solicitation?
	A.	The Evaluation Committee consist of three District Staff, names and titles listed below. Rhonda Deaton, Manager of Marketing & Communications

		Sekou Miller, Fire Captain David Marks, Manager of Information Technology
49.	Q.	Scope of Services, Sections 1c and 2g: How many media training sessions per year should proposers plan for senior staff and for the Board of Directors?
	A.	Annually.
50.	Q.	Scope of Services, Section 1d; Appendix A, Task 4: Is the contractor expected to manage organic social media day to day, including content creation, posting, and community management? If so, please share the platforms in use and the expected posting frequency. Will District staff help capture in-person photo and video content at the Airport?
	A.	The District anticipates the Contractor will provide strategic oversight, content calendars, and high-impact campaign assets, while day-to-day posting and routine community management are primary functions handled in-house by District staff. The primary platforms currently in use include Facebook, Instagram, LinkedIn, and X. Content deployment typically follows a frequency of 3 to 5 strategic posts per week, adjusted dynamically for active campaigns, route announcements, or seasonal travel updates. Regarding content capture, District staff will actively assist in capturing in-person photo and video content on-site at the airport. The Contractor will be expected to edit, format, and optimize these raw assets into professional, platform-ready digital content as part of the core retainer scope.
51.	Q.	Scope of Services, Section 2c; Appendix A, Task 4: Please describe the expected level of website maintenance. Does it include routine content updates such as monthly board agendas and minutes, aviation statistics, and procurement and employment postings? Please also confirm the current content management platform.
	A.	Please see answer to Question #8.
52.	Q.	Scope of Services, Section 1e; Appendix A, Task 7: What frequency is expected for media and social media monitoring, such as real-time alerts, daily summaries, or weekly summaries?
	A.	Daily monitoring with monthly reports.

53.	Q.	Submittal Responses, Tab 2: Please clarify what the District would like to see in the Technical Approach and Work Plan. Should proposers focus on an implementation timeline tied to the Appendix A tasks and performance milestones, or is the District also looking for strategic recommendations for the Airport?
	A.	The District is interested in strategic recommendations that elevate brand awareness, increase social media activity, and passenger awareness.
54.	Q.	Submittal Responses, Tab 5: Tab 5 appears in the technical proposal order, while the financial proposal must be sealed separately. Should Tab 5 in the technical proposal contain a placeholder page only? Please also confirm the USB flash drive should contain the technical proposal only.
	A.	No page is necessary in the technical response, only one separately sealed Financial Proposal shall be provided.
55.	Q.	Submittal Responses, Tab 6: Tab 6 lists nine required forms, while the solicitation package includes seven numbered forms, with Entity Detail included on Form 1. The Certification Regarding Lobbying is listed but not included in the package. Can the District issue the Lobbying certification and confirm which form numbering proposers should use?
	A.	Please see the answer to Question #19.
56.	Q.	Evaluation & Award, Section 3: The list of characteristics that may positively affect scoring includes "a commercially credible revenue strategy." Please clarify what the District would like to see addressed under this item.
	A.	Please see Item #4 of this addendum.
57.	Q.	The Notice to Respondents lists the mandatory Pre-Proposal Meeting as September 29, 2026 at 10:00 AM CDT, while the Solicitation Timeline lists October 1, 2026 at 10:00 AM CDT. Please confirm the correct date and time of the mandatory Pre-Proposal Meeting.
	A.	This was clarified in Addendum No. 1.
58.	Q.	The Notice states that a Zoom link is "provided below," but no link appears in the posted solicitation documents. Please provide the Zoom link and confirm that virtual attendance for the full meeting, with company and representative names registered in the chat, satisfies the mandatory attendance requirement.

	A.	This was clarified in Addendum No. 1.
59.	Q.	Will the District publish the Pre-Proposal Meeting attendance roster and any presentation materials or minutes by addendum? Please also confirm that OpenBids is the sole platform of record for addenda and notices, as the Notice references both OpenBids and DemandStar.
	A.	The attendance record is attached hereto. DemandStar name was changed to OpenBids, therefore the two references may be used interchangeably throughout the solicitation documents but is one platform.
60.	Q.	The Notice requires one original, three copies, and a USB flash drive delivered in hard copy, while the Submittal Responses section states proposals may be submitted electronically through the District-approved procurement portal or in hard copy. Please confirm whether electronic submission through OpenBids is acceptable for this RFP and, if so, whether hard copies are still required.
	A.	Please see the answer to Question #43.
61.	Q.	Please confirm the required contents and format of the USB flash drive (for example, a single searchable PDF of the Technical Response), and confirm that the Financial Response should be excluded from the USB.
	A.	Please see Item #2 of this addendum.
62.	Q.	Is there a page limit or minimum font size for the Technical Response? If so, please confirm whether the cover letter, tab dividers, resumes, and required forms count toward that limit.
	A.	There is no page limit, however the District ask that proposals be limited to the material request of the RFP.
63.	Q.	Because the Financial Proposal must be submitted in a separate sealed envelope, please confirm that Tab 5 of the Technical Response should contain only a placeholder page referencing the separately sealed Financial Proposal.
	A.	Please see the answer to Question #54.
64.	Q.	Required Forms 1 through 9 (Certification of Mandatory Responsiveness, Entity Detail, Non-Collusion Affidavit, Certification Regarding Lobbying, Debarment Certification, Trade Restriction Certification, Acknowledgement of Addenda, Sworn Statement on Public Entity Crimes, and Drug-Free Workplace) are not included in the posted solicitation package. Please issue these forms by addendum.

	A.	Please see the answer to Questions #19.
65.	Q.	Where a Respondent designates material as "Proprietary Information," please confirm how the required redacted copy should be submitted (for example, as a separately labeled hard copy, a separate file on the USB drive, or both).
	A.	Please load redacted copy to the USB drive.
66.	Q.	May the five (5) years of relevant experience requirement be demonstrated through the combined experience of the Respondent firm and its proposed key personnel and subcontractors, or must it be met by the Respondent entity alone?
	A.	See answer to Question # 1.
67.	Q.	Is a physical office in Northwest Florida required or evaluated for this contract, or may a Florida-based Respondent serve the District from another Florida office with a defined schedule of on-site presence in Panama City?
	A.	The Respondent may reside in an off-Airport office with a defined schedule of on-site presence.
68.	Q.	The evaluation criteria reference "a commercially credible revenue strategy" and "proven experience with comparable airport or governmental advertising programs." Please clarify how these characteristics apply to this PR and marketing services contract, and whether Respondents are expected to propose non-aeronautical revenue concepts such as terminal advertising or sponsorship programs.
	A.	Please see Item #1 of this addendum document.
69.	Q.	What is the anticipated date range for oral presentations, if held, and will virtual participation be permitted for any members of the proposed team?
	A.	Should oral discussions be held, the dates will be between November 9-13, 2026. A finalized schedule for oral discussions will be released via addendum.
70.	Q.	Section 1.2 references Exhibit I "including its completed workload schedule," and Section 5.3 references services exceeding "an expressly stated baseline." Exhibit I is blank in the posted Agreement. Please provide the workload schedule or baseline volumes on which Respondents should price the fixed annual retainer (for example, press releases per month, events per year, campaigns per year, website page updates, video productions, and collateral pieces).

	A.	Please see the answer to Question #2.
71.	Q.	If a workload schedule will not be provided, may Respondents state their own baseline assumptions in the Technical Response and Financial Proposal, with work beyond that baseline handled as ad hoc services under Section 5.3?
	A.	Yes, Respondents may state their own baseline assumptions within their Technical Response and Financial Proposal.
72.	Q.	Section 4.2 states that Exhibit I distinguishes included crisis readiness and initial response from separately authorized extended activation. Please define where included crisis supports ends (for example, by hours or days of activation) and how extended activation will be authorized and compensated. Please also indicate whether the District has an existing crisis communications plan or Airport Emergency Plan the Contractor will align to
	A.	Please see Item #1, Revised Scope of services.
73.	Q.	Approximately how many events (air service announcements, airline inaugurals, ribbon cuttings, press conferences, and community events) did the Airport host in the past twelve months? Please confirm that event vendor costs such as rentals, staging, audiovisual, catering, and promotional items are reimbursable external costs under Agreement Section 5.2 rather than retainer costs.
	A.	Air service announcements, ribbon cuttings, or other media-worthy events average 8-12 per year. Retainer Fee Scope: The fixed annual Firm Retainer Fee is intended to cover professional services, account management, labor hours, strategic planning, routine tools, and staff support required to coordinate and execute these events. All hard costs from third-party event vendors will be passed through at net cost following prior budgetary approval from the District.
74.	Q.	What content management system powers www.iflybeaches.com, and who currently hosts and maintains the site? Please confirm whether the Contractor is responsible for content updates and landing pages only, or also for development, hosting, security, and WCAG 2.1 Level AA remediation of existing content created before the contract.
	A.	Please see answer to Question #7.

75.	Q.	For photography and video, does the District expect production to be performed within the retainer, or coordinated through third-party production billed as a reimbursable external cost?
	A.	Third-party coordinated production will be billed as a reimbursable cost as approved by the District.
76.	Q.	Please confirm whether primary research costs associated with passenger awareness tracking and sentiment analysis (for example, survey panels or intercept surveys) are included in the retainer or treated as reimbursable external costs.
	A.	Media tracking and research costs are reimbursable costs.
77.	Q.	Does the District currently engage an air service development consultant? If so, please describe how the Contractor is expected to coordinate route promotion and airline cooperative marketing with that work.
	A.	Please refer to Item #3, Revised Scope of Services and answer to Question #5.
78.	Q.	How many media training sessions, and approximately how many participants (senior staff and Board members), does the District anticipate per contract year?
	A.	See answer to Question #49.
79.	Q.	Can the District share the anticipated annual budget or not-to-exceed amount for this contract, or the annual value of the current or most recent PR and marketing services contract?
	A.	The annual not-to-exceed amount is \$250,000.
80.	Q.	Scope Section 6.b states the Contractor will be compensated for all services performed or procured and that the annual budget includes software, subscriptions, promotional activities, and materials. Agreement Section 5.2 treats paid media, printing, outside production, and dedicated subscriptions as reimbursable at actual net cost with prior written authorization. Please confirm that paid media and external production are excluded from the fixed retainer and billed at net cost, and share the anticipated annual paid media budget.
	A.	Please see answer to Question #11.

81.	Q.	The Financial Proposal Form references "fixed hourly rates below" but the form contains only a Firm Retainer Fee line. Please confirm where and in what format Respondents should submit hourly rates by role for ad hoc services, and whether those rates are included in the price score.
	A.	Please refer to Item #5,, Revised Financial Response Form
82.	Q.	Please confirm how the combined price will be calculated for scoring: as the Years 1-3 annual cost multiplied by three, plus Renewal Option 1 and Renewal Option 2; or as the sum of the three annual figures as entered on the form.
	A.	Please see the Revised Financial Response Form and the answer to Question #110.
83.	Q.	Please confirm that the Years 1-3 annual retainer must remain fixed across all three years, and that any escalation may be reflected only in the Renewal Option 1 and Renewal Option 2 figures.
	A.	That is correct, please see the attached Revised Financial Response Form.
84.	Q.	Please identify which platforms the District currently licenses in its own name and will make available to the Contractor (for example, media monitoring, social media management, email marketing, web analytics, and advertising accounts), so Respondents can accurately price tools included in the retainer.
	A.	The District maintains ownership and direct licensing for Google Analytics (web analytics) and meta-advertising accounts (Google Ads and Meta Ads Manager). All other specialized platforms—including enterprise media monitoring, comprehensive social listening, advanced social media management dashboards, and dedicated email marketing systems—must be provided by the Contractor. The costs for licensing, maintaining, and utilizing these external agency tools must be fully encapsulated within the proposed fixed annual retainer fee. Any software or third-party subscription that is uniquely required and dedicated solely to the District's account may be considered for net-cost reimbursement under Agreement Section 5.2, provided it receives prior written authorization and fits within the total all-inclusive annual budget maximum of \$250,000.

85.	Q.	Exhibits III (FAA Sponsor Civil Rights Provisions) and IV (Conditional Federal-Assistance Provisions) are blank in the posted Agreement. Please provide these exhibits and indicate whether any portion of this contract is anticipated to be federally funded. If so, is there a Disadvantaged Business Enterprise participation goal under 49 CFR Part 26?
	A.	No portion of this contract is anticipated to be federally funded; therefore, there is no Disadvantaged Business Enterprise (DBE) participation goal established under 49 CFR Part 26 for this project. The contract is funded entirely through local airport operational revenues within the District's established \$250,000 all-inclusive annual budget. Exhibits III and IV are standard administrative placeholders included in all District contract templates to maintain structural consistency. Because this specific scope of services utilizes zero federal financial assistance, Exhibits III and IV remain intentionally blank and do not apply to this procurement.
86.	Q.	Scope Section 8.e conditions the assignment of intellectual property on payment in full, while Agreement Section 7.1 assigns Deliverables upon creation and states ownership is not conditioned on payment of unrelated or disputed invoices. Given the order of precedence in Agreement Section 1.3, please confirm that Agreement Section 7 governs intellectual property ownership.
	A.	Please review Item #1 Revised Scope of Services
87.	Q.	Section 8 prohibits entering confidential material into public generative-AI services and requires human verification of AI-assisted work. Please confirm that enterprise AI platforms operating under contractual data-protection terms (no training on customer data and access limited to the Contractor) are not considered "public generative-AI services," and that AI-assisted drafting, analysis, and production are permitted subject to human review. Please also clarify what the District considers "materially synthetic depictions" requiring prior approval.
	A.	Confirmed. Enterprise AI platforms operating under secure, contractual data-protection terms—where input data is strictly isolated, not utilized for model training, and accessible solely by the Contractor—are not considered "public generative-AI services" under Section 8. The use of these enterprise tools for drafting, analysis, and production workflows is fully permitted, provided that all

		deliverables undergo comprehensive human verification, review, and editing by the Contractor prior to submission to the District. Regarding visual and media assets, the District defines "materially synthetic depictions" requiring prior written approval as any computer-generated imagery (CGI), deep fakes, or entirely AI-generated audio, video, or photographic assets that alter reality or simulate real events, individuals, or airport operations. Routine digital asset optimization—such as background removal, automated color grading, basic photo retouching, or scaling assets captured on-site by District staff—does not constitute a materially synthetic depiction and is permitted without separate prior approval, provided the final output maintains brand integrity. All specialized production workflows must be managed within the total all-inclusive annual budget maximum of \$250,000.
88.	Q.	Please define "late submittal" and "missed submittal" for purposes of the financial consequences in Section C, including any grace period, and confirm that documented District-caused delays under Agreement Section 3.3 suspend these consequences.
	A.	Any submittal that is not received and stamped in the Administrative Office by the time specified in the Solicitation Timeline is considered late.
89.	Q.	Please provide current Airport badging fees and training requirements, and indicate whether escorted access will be available for occasional on-site work such as events and photography in lieu of badging all Contractor personnel.
	A.	<u>Standard Pricing: New or Renewal</u> • Airport Badge with CHRC..... \$60 • Airport Badge STA only..... \$30 • Lost / Non-returned Badge..... \$200 • Damaged Badge..... \$25 • Security Fee (added to all Red and Green badges; new and renewal)..... \$100
90.	Q.	What is the District's anticipated Notice to Proceed date following the estimated November 18, 2026 Board award?
	A.	Please refer to Addendum No. 3, the District anticipates services to begin January 1, 2026.
91.	Q.	Please indicate which of the following will be provided to the selected Contractor at kickoff, and whether any can be shared during the solicitation period: current brand

		guidelines, the District's strategic plan, the most recent marketing and PR plans, and prior performance reports.
	A.	The current brand guidelines and the District's strategic plan will be provided to the selected Contractor at kickoff.
92.	Q.	Which social media accounts, email subscriber lists, advertising accounts, and analytics properties currently exist in the District's name, and are any of these currently controlled by a third party that will need to transfer access at contract start?
	A.	Please see Item #1, Revised Scope of Services
93.	Q.	Does the District currently participate in cooperative marketing agreements with regional tourism organizations, tourist development councils, or airline partners? If so, please identify the partners and indicate whether those agreements will continue under this contract.
	A.	Please see the answer to Question #38. The selected Contractor will be expected to serve as the fulfillment agency—collaborating with these regional partners and managing the design, placement, and tracking of shared media campaigns—to maximize destination co-op spending. All such collaborative media activations must be strategically budgeted and executed within the District's total all-inclusive annual budget maximum of \$250,000.
94.	Q.	Who will serve as the District's primary day-to-day contact and creative approver for this contract, and what is the District's typical approval turnaround for routine content such as social posts and press releases?
	A.	The District's Executive Director and Manager of Marketing & Communications with a typical approval within 48 hours.
95.	Q.	Please provide historical annual volumes or expected workload key activities, including PR, campaigns, creative, website updates, email/social content, executive communications, public meetings, air-service announcements, and events.
	A.	See answer to Question #73.

96.	Q.	How will the District distinguish work included in the annual retainer from separately authorized ad hoc services? Are there workload thresholds or types of assignments that would be considered additional work?
	A.	See answer to Question #73.
97.	Q.	The Agreement (§4.1-4.2) requires primary and backup crisis contacts available 24/7; acknowledge a District activation within 30 minutes; and an initial response plan and proposed holding statement within two hours after receiving sufficient verified information. Please clarify the boundary between crisis communications included within the annual retainer and separately authorized “extended activation” or additional services, including expectations for after-hours staffing, monitoring, statement development, stakeholder communications, incident duration, and post incident reporting. Exhibit I, which §4.2 says will distinguish included readiness from extended activation is blank. Provide it in the addendum. Please also identify the District’s designated approver(s) and backup(s) for crisis and routine media statements, including after hours. Because §3.3 says the District will only “endeavor” to review submissions within ten business day, what turnaround will apply to crisis and other time-sensitive statements? Will the District pre-approve holding statements or templates (e.g. weather closures, delays, route announcements)? Please confirm these turnaround times will be set in the Agreement or Exhibit I rather than the kickoff.
	A.	See Exhibit I in Scope of Services
98.	Q.	Who are the Districts designated media spokespersons, including for Board matters, and who is the administrator for routine creative and media statements: The Executive Director or the contract manager? What in house communications staff exist, and how is responsibility split with airlines for route announcements?
	A.	The designated media spokespersons are the Executive Director, Deputy Executive Director, Manager of Marketing & Communications, District Fire and Police Chief, and District Board Chair are designated media spokespersons. In-house communications staff includes the Manager of Marketing & Communications who will coordinate with selected Contractor on airline route announcements and District events.
99.	Q.	Please clarify the selected Contractor’s responsibilities?
	A.	Please see Item #1, Revised Scope of Services

100.	Q.	Does the scope include ongoing publishing, social listening, and community management, or primarily strategy, content development, and reporting? If ongoing management is included, please provide approximate posting volume by platform.
	A.	Please see Item #1, Revised Scope of Services.
101.	Q.	Please provide the Airport's historical or anticipated annual paid media budget or planning range, if available. Is the Selected firm expected to handle media planning, placement, trafficking, optimization, and reconciliation, or will some placements be managed through existing District or partner accounts?
	A.	Please see answer to Question #11.
102.	Q.	Are separate budgets anticipated for photography/video, printing, promotional materials, events, sponsorships, subscriptions, and other external cost? If available please provide historical or anticipated annual spending ranges.
	A.	Please see answer # 75.
103.	Q.	Which services currently handled by the incumbent or other parties will transition to the selected firm? What existing accounts, assets, research, data, platforms, vendor relationships, or ongoing commitments will transfer or remain available?
	A.	Please see Item #1, Revised Scope of Services.
104.	Q.	Does the District anticipate regular on-site support beyond pre-scheduled events, meetings, and crisis situations? If so, how frequently? Please also clarify any badging, background-check, training, or escort requirements for agency personnel.
	A.	Please see Item #1, Revised Scope of Services.
105.	Q.	The RFP references hourly rates for ad hoc services, but the Financial Proposal Form only requests annual retainer pricing. Should respondents submit an hourly rate schedule, and if so, where and in what format?
	A.	Please see Item #1, Revised Scope of Services.
106.	Q.	Please confirm that Financial Proposal scoring will be based on the combined fixed-retainer amounts submitted for Years 1–3 and Renewal Options 1 and 2 and will exclude reimbursable external expenditures and separately authorized ad hoc services.

	A.	Please see Item #5, Revised Scope of Services.
107.	Q.	The individual evaluation criteria total 105 points, while the RFP lists 100 total available points. Please clarify the correct scoring allocation.
	A.	Please see Item #4 of this addendum.
108.	Q.	Who is the incumbent for the services?
	A.	Moore Agency, Inc.
109.	Q.	What is driving the need for this RFP?
	A.	The current agreement is expiring and the District wishes to have a contract to continue to perform the services on the District's behalf.
110.	Q.	Can you elaborate on the financial formula?
	A.	<u>Model Financial Response Scoring</u> The following equation uses illustrative values for demonstration purposes only. Financial results will be based on actual Respondent submittals. Respondent A: \$219,000.00 Respondent B: \$255,000.00 Respondent C: \$300,000.00 Respondent D: \$230,000.00 <u>Equation</u> Lowest Price Submitted ÷ Proposer's Price Submitted × Total Allotted Points = Points Earned by Respondent <u>Points Earned for Respondents A-D</u> 1. $\\$219,000.00 \div \\$219,000.00 = 0 \times 20 = 20$ Respondent A: 20 Points 2. $\\$219,000.00 \div \\$255,000.00 = 0.86 \times 20 = 17.2$ Respondent B: 17 Points 3. $\\$219,000.00 \div \\$300,000.00 = 0.73 \times 20 = 14.6$ Respondent C: 15 Points 4. $\\$219,000.00 \div 230,000.00 = 0.95 \times 20 = 19$ Respondent D: 19 Points

Attachments:

Revised Scope of Services
Revised Financial Response Form
Anti-Lobbying Certification Form
Pre-Proposal Sign In Sheet/Attendance Log

*****END OF ADDENDUM NO. 4*****

REVISED SCOPE OF SERVICES

BACKGROUND AND OBJECTIVES

Panama City – Bay County Airport and Industrial District (“District”) is seeking a qualified firm or team to provide integrated public relations (“PR”) and marketing support services (“Services”) to promote the Northwest Florida Beaches International Airport (“Airport” or “ECP”).

The objective is to raise awareness of the Airport’s air services and amenities to increase passenger traffic and enhance stakeholder engagement. The selected firm will act as a strategic communications and marketing development partner, aligning PR and marketing activities with the Airport’s strategic plan, financial targets, and regulatory requirements. Services include, but are not limited to, the following:

- a. Advertising;
- b. Public Relations;
- c. Event Planning;
- d. Crisis Communications Planning and Support;
- e. Publications, Newsletter, and Collateral Material creation; and
- f. Community and Media Relations.

GOALS

The District intends to contract with a firm that will assist in meeting the following goals and objectives while ensuring compliance with all applicable local, federal and state laws, rules regulations, and Airport policies:

- a. Increase positive media coverage and public visibility for the Airport;
- b. Strengthen brand equity and consistent messaging across channels;
- c. Build and maintain productive relationships with airport tenants, industry associations, tourism partners, local government, and community stakeholders; and
- d. Provide data-driven insights, measurement, and accountability for all activities.

SCOPE OF WORK (INTEGRATED AND INTERCONNECTED SERVICES)

The following scope is intended to be delivered holistically. Contractor may organize teams to meet the requirements detailed herein, but at a minimum, services shall clearly cover the components described herein.

1. Transition Plan

The Contractor will assume primary responsibility for strategic marketing, brand governance, public relations, social listening, front-end CMS website administration, and end-to-end digital media management.

The services transitioning to the Contractor shall be media planning, campaign asset trafficking, search engine optimization monitoring, and WCAG accessibility compliance. Specialized technical infrastructure hosting, core database development, and air service development consulting will remain with separate, independent parties and will not transition under this Agreement

To ensure a seamless operational onboarding at contract start, the following assets, platforms, and data structures will transfer or remain continuously available to the Contractor:

- a. **Digital Accounts & Platforms:** Full manager-level access will be provisioned for the District-owned Facebook, Instagram, LinkedIn, and X (formerly Twitter) profiles, along with data continuity access to Google Analytics (GA4), Meta Ads Manager, and Google Ads.
- b. **Creative Assets & Research:** Current brand guidelines, the District's multi-year strategic plan, and historical performance metrics will be delivered at kickoff. Past creative asset libraries, raw photographic files, and website landing page templates will also transfer.
- c. **Vendor & Partner Relationships:** Established cooperative marketing frameworks with regional destination marketing organizations (Visit Panama City Beach, Visit South Walton, and Destin-Fort Walton Beach) will remain fully active. The selected firm will immediately step into the role of cooperative fulfillment agency to manage joint media allocations.

All transition coordination labor, onboard meetings, account configuration, and routine strategic auditing required during the contract kickoff phase must be fully encapsulated within the proposed fixed annual retainer fee, with ongoing campaigns inclusive of the overall services budget.

2. Public Relations and Communications

- a. **Strategizing and Planning:** Develop and implement a comprehensive PR strategy and an annual media plan aligned with Airport goals.
- b. **Media Relations:** proactive pitch development, press releases, media advisories, interview coordination, and inbound media inquiries; building ongoing relationships with local, national, and industry outlets; and crisis communications planning and response.
- c. **Executive Communications:** messaging for the CEO and Marketing Manager, Marketing and Communications; ghostwrite speeches, opinion editorials, and talking points; media training for senior staff.
- d. **Content and Assets:** create and maintain a newsroom/information hub, fact sheets, backgrounders, FAQs, and press kits; and oversee social and multimedia content (video, photography), as needed.
- e. **Monitoring and Analytics:** media monitoring, sentiment analysis, competitive benchmarking; monthly reporting with key performance indicators (KPIs) and actionable recommendations.
- f. **Thought Leadership and Community Outreach:** coordinate with local business groups such as chambers of commerce, tourism boards, and auxiliaries.
- g. **Meetings:** organize press events and briefings as well as special events as appropriate.
- h. **24/7 on-call availability,** 30-minute initial acknowledgement, media monitoring, holding statement development, immediate stakeholder communications, and post-incident reporting for any incident lasting up to 48 cumulative hours from the initial District activation.
- i. **Extended Activation Boundary:** Any incident requiring continuous crisis support, dedicated on-site media management, or continuous monitoring stretching past 48 cumulative hours will transition to an "Extended Activation" status.
- j. **Authorization & Compensation:** Extended activation requires written or electronic authorization from the Executive Director.
- k. **District Designated Approvers:** To ensure rapid communication chains, the District utilizes the following approval hierarchy for both routine and after-hours statements:
 - Primary Approver: Executive Director
 - First Backup: Deputy Executive Director

- Second Backup: Director of Marketing & Communications
- I. Turnaround & Pre-Approvals: The "ten business day" review timeline outlined in Section 3.3 applies strictly to long-term marketing collateral, brand plans, and routine campaign creative. It does not apply to crisis or time-sensitive operational news.
- Crisis Timelines and Expectations: The District will prioritize immediate review of crisis holding statements, aiming for a turnaround window of 15 to 30 minutes during an active incident. Contractor's standard crisis readiness includes the initial response, template modification, and initial holding statements. Contractor shall be on notice or have assigned personnel if a crisis triggers an incident that requires dedicated, around-the-clock services or multiday onsite deployment, that was approved by the Executive Director, requires reporting that is outside of the regular monthly workload or baselines. (see Exhibit I: Crisis Communications Framework & Service Boundaries)
- Pre-Approved Templates: During the onboarding phase, the District will collaborate with the selected Contractor to establish and pre-approve template holding statements for recurring operational scenarios (e.g., weather closures, severe flight delays, and basic route announcements). This allows the Contractor to issue immediate updates without waiting for real-time executive sign-off.
- Contract Integration: The District confirms that these crisis turnaround times, expectations, and the formalized Exhibit I matrix will be integrated directly into the final executed Agreement rather than left to the post-award kickoff meeting.

EXHIBIT I: Crisis Communications Framework & Service Boundaries

This Exhibit establishes the operational boundaries between services covered under the Annual Retainer and those qualifying for Extended Activation, defines mandatory response timelines, and outlines the District's approval hierarchy.

1. Service Boundaries: Retainer vs. Extended Activation

The Annual Retainer covers all standard "readiness" activities, monitoring, and initial response protocols for a localized incident. Complex, multi-day, or major safety events switch to Extended Activation hourly billing once the baseline thresholds below are exceeded.

Service Category	Included in Annual Retainer (Baseline)	Extended Activation (Separately Authorized)
After-Hours & Staffing	On-call availability (24/7/365) of primary and backup crisis contacts. Standard monitoring of local media and primary social channels.	Dedicated, continuous 24/7 tactical staffing or on-site deployment of an emergency Joint Information Center (JIC) footprint.
Incident Duration	Up to the first 24 consecutive hours from the initial District activation notification.	Beyond 24 consecutive hours from the initial activation notification.
Statement & Content	Initial situation assessment, immediate holding statements, and up to 3 follow-up media updates.	Continuous, real-time messaging updates, dedicated dark-site

		management, and extensive multi-platform content production.
Stakeholder Comm.	High-level scripting for District leadership, immediate Board notification drafts, and initial tenant/airline alerts.	Managing high-volume, ongoing direct inquiries from tenants, regional partners, or family assistance vectors.
Post-Incident Reporting	Standard after-action summary and media coverage log delivered within 5 business days of incident closure.	Comprehensive, multi-agency after-action reports, formal litigation-prep documentation, and long-term reputation recovery planning.

2. Crisis Turnaround Times & Approvals

To ensure public safety and operational continuity, crisis and time-sensitive communications are strictly exempt from the standard 10-business-day review timeline noted in §3.3.

Performance Timelines

Initial Acknowledgment: Contractor must acknowledge a District activation within 30 minutes.

Initial Deliverables: Contractor must deliver an initial response plan and proposed holding statement within 2 hours of receiving sufficient, verified information.

District Review Turnaround: The District will review and return crisis or time-sensitive submissions within 30 minutes of receipt. These expedited turnaround times will be formally codified within this Exhibit I as part of the final Agreement.

District Approval Hierarchy

The following individuals are designated as the official approvers for public statements. Contractor must route materials sequentially based on availability:

Primary Approver: Executive Director

First Backup: Director of Communications / Marketing

Second Backup: Deputy Executive Director

Pre-Approved Templates

To streamline urgent communications, the District will collaborate with the selected Contractor during the initial 30 days of the contract to pre-approve holding statements and templates for common, predictable scenarios. Once finalized, these templates can be deployed immediately by the Contractor upon verbal or text confirmation from an authorized District representative:

- Weather closures, delays, and reopening announcements, Standard route/flight disruptions or cancellations, minor, non-injury airfield or landside operational incidents.

3. Marketing and Brand Management

- Brand Strategy and Identity Governance: ensure consistency of voice, tone, and visual identity across all channels; refresh brand and guidelines as needed.
- Campaign Development and Digital Marketing: integrated campaigns (search, social, display, email) to raise awareness, promote routes, and drive engagement; search engine optimization and monetization (SEO/SEM) strategy; landing pages; conversion tracking.
- Website and Content: updates to www.iflybeaches.com website; content calendar; blog/newsroom; Airport landing pages for routes and promotions.

- d. Advertising and Partnerships: media planning/buying across traditional and digital channels; sponsorships and partnerships with tourism boards, regional attractions, and local businesses; influencer collaborations when appropriate.
- e. Events and Promotions: coordination of route announcements, open houses, and other promotional events.
- f. Measurement and Optimization: quarterly analytics reports with return on ad spend (ROAS), click-through rate (CTR), conversion metrics, and recommended optimizations.
- g. Media Training for organizational leadership and Board of Directors as requested.

4. Website Content

Contractor will be primarily be responsible for hosting the website, to include content, CMS administration and maintenance, search engine optimization and digital accessibility compliance, while advanced hosting infrastructure and core third party data integrations are managed externally. Below are detailed expectations for each task.

Core Responsibilities:

- a. Content & CMS Administration: District staff will manage the day to day administration of WordPress CMS, including publishing press releases, modifying landing pages, uploading creative assets, and updating flight schedules or tenant directories with the Contractor serving as backup in the event of District staff absence.
- b. Maintenance and Security: The Contractor is responsible for routine theme updates, plugin management, and basic security monitoring within the CMS environment.
- c. SEO/SEM & Analytics: The Contractor will execute all search engine optimization strategies and manage paid search engine marketing campaigns, using the District's Google Analytics (GA4) property to track and report performance.
- d. Accessibility (WCAG 2.1 Level AA): The Contractor is strictly responsible for ensuring that all new and existing web content, PDF uploads, and digital layouts are in accordance with accessibility mandates under Section 9.1 of the Agreement.

Technical Support & Third-Party Integrations:

- a. Hosting & Development: The website is hosted via a secure external cloud infrastructure service provider. While the Contractor will execute routine front-end updates, complex back-end development or major database overhauls are handled by external technical support.
- b. Real-Time Flight Tracking: Real-time flight data feeds (arrival/departure trackers) are powered by automated, third-party data aggregators. The Contractor's responsibility is limited to front-end page placement and basic visual troubleshooting, not the technical management of the data stream itself.
- c. Parking & Ground Transportation: Live parking capacity trackers and ground transportation/car rental links are maintained via separate third-party vendor platforms. The Contractor is responsible only for keeping the public-facing content, links, and text descriptions accurate and up to date.

5. Social Media Platforms

The District utilizes four major social media platforms for communications and public announcements, Facebook, Instagram, LinkedIn and X. District staff will primarily handle day to day content, which includes approximately 3 to 5 strategic post per week, dependent on current campaigns, route announcements, or seasonal travel updates.

District staff will actively assist in capturing in person photo and video content on site and the Contractor shall be responsible for editing, formatting and optimizing these assets into

professional, platform-ready digital content as part of the services captured in the monthly retainer.

The Contractor will be responsible for asset creation supporting District staff, baseline posting frequency is listed below. The frequency is an estimation and Contractor shall be available and prepared for the volume to increase due to the growth of the Airport.

- a. Facebook & Instagram: 3 to 5 high quality, creative posts per week focused on passenger engagement, seasonal travel, and destination highlights.
- b. LinkedIn: 1 to 2 posts per week focused on business development, business operations, air service metrics, and institutional updates.
- c. X (formerly Twitter): 2 to 3 posts per week or as needed focused on real time operational notifications, weather alerts, or immediate traveler updates.

6. Analytics, Advertising and Subscriber Accounts

- a. Advertising Accounts: Established, self-contained business manager profiles within Meta Ads Manager and Google Ads.
- b. Analytics Properties: A direct-access Google Analytics (GA4) property tracking web traffic.
- c. Email Subscriber Lists: Subscriber databases shall be maintained internally by the Contractor on behalf of the District

7. Onsite Presence

- a. Contractor shall anticipate an active local presence, including attendance at bi-monthly Board Meetings and on-site support for all major press conference events, and inaugurals.
- c. Contractor shall provide training annually for District Staff and Board Members onsite.
- b. Travel shall be included in the retainer for the services described herein. Should special circumstances require for the Contractor, the District shall reimburse travel cost in accordance with Chapter 112.061, Florida Statutes.
- d. Onsite District staff shall escort Contractor personnel for any non-badged individuals that may have to access secure areas. Notice shall be provided to the District two days in advance of any media, entertainers, or other subcontracted individuals that will be on premises and require these accommodations.

7. Data, Reporting, and Evaluation

- a. Establish and maintain performance dashboards for PR and marketing activities.
- b. Regular Reporting Cadence: monthly status updates, quarterly deep-dives, and an annual performance report against milestones and KPIs.
- c. Establish success metrics and return on investment (ROI) models for campaigns, brand and initiative efforts as requested.

8. Stakeholder Engagement and Governance

- a. Coordinate with District leadership, tenants, tourism authorities, local government, and community groups.
- b. Provide communications support for public meetings, hearings, and stakeholder briefings.
- c. Maintain a transparent line of communication and documentation for all major initiatives.
- d. Contractor shall work in alignment with District staff to translate new route announcements and strategic capacity increases into public-facing marketing success. Coordination expectations for route promotion and airline cooperative marketing include:
 - Strategic Launch Alignment: The Contractor shall act as the fulfillment agency to include media buys within the strict guidelines required by the airline partners.
 - Unified Event & PR Support: For airline inaugurals, press conferences, and regional route announcements, the Contractor will handle the event PR, media kit

creation, and local deployment, while the District's Manager of Marketing and Communications ensures the airlines corporate communications team is structurally aligned.

Note: All coordination labor, campaign tracking, and meeting attendance required to support this collaborative workflow shall be included in the Contractor's retainer fee.

10. Budget and Expenditures

- a. All cost associated with performing the services described herein shall be submitted on an annual basis with a fixed fee that will be divided into twelve (12) equal installments.
- b. Contractor shall be compensated for all services performed or procured in the scope of services. Contractor shall provide a projected budget to include all software, subscriptions, promotional activities and materials to the District on an annual basis 30 days prior to the end of the current year. Budgets shall include supporting documentation to evidence the cost associated with all services.
- c. Ad hoc services will be billed at the hourly rates submitted in the proposal and production or purchase of material used in the ad hoc service shall be a reimbursable cost to the extent the District agrees in writing of the associated cost. Invoicing and Payment for ad hoc services will be monthly; net [30] days; receipts required for reimbursable costs.
- d. Compliance: All activities must comply with applicable local, state, and federal laws, FAA/DOT guidelines (where applicable), and Airport policies.

11. Confidential Information

The Contractor will protect, defend, indemnify, and hold harmless the District for claims, cost, fines and attorney fees arising from or relating to its designation of materials that are trade secret or otherwise confidential.

12. Ownership and Assignment of Intellectual Property

The following provisions shall apply to all services under this Contract.

- a. Work Made for Hire.: The Contractor shall agree that all materials, including but not limited to marketing campaigns, public relations materials, press releases, copy, graphics, logos, videos, data, and strategies, created, developed, or produced by the Contractor (either solely or jointly with others) for the District under this Agreement (collectively, the "Deliverables") shall be considered a "work made for hire" to the maximum extent permitted by applicable copyright law.
- b. Assignment of Rights: To the extent any deliverable does not qualify as a "work made for hire," the Contractor hereby irrevocably, unconditionally, and perpetually assigns, transfers, and conveys to the District all right, title, and interest worldwide in and to such Deliverables. This includes all intellectual property rights, copyrights, trademarks, trade secrets, and patents, effective immediately upon the creation of the work, without the need for further compensation or documentation.
- c. Third-Party Materials: If the Contractor incorporates any third-party materials (such as stock photography, fonts, open-source software, or music) into the deliverables, the Contractor must secure all necessary perpetual, worldwide, royalty-free licenses for the District's benefit. The Contractor must notify the Company in writing of any such third-party elements and their respective licensing terms must be documented and approved prior to incorporation.

- d. Contractor Background IP: The Contractor retains ownership of its pre-existing methodologies, frameworks, proprietary software, and tools used to create the deliverables ("Background IP"). However, the Contractor hereby grants the District a non-exclusive, perpetual, worldwide, royalty-free license to use, modify, and display any Background IP embedded within the deliverables to the extent necessary for the full enjoyment and use of the deliverables.
- e. District Property: It is specifically agreed that services performed under the agreement is work for hire, and that all right, title, and interest in and to such work, including without limitation all creative content, campaigns, advertising material, or other professional products produced and developed by the Contractor or subcontractors in performance hereunder, whether subject to patent, copyright, or other such protection shall be the property of the District during the term of this agreement, and shall remain property of the District thereafter; provided that any materials used by the Contractor and any subcontractor for which patent or copyright protection has previously been secured by them shall remain the property of the Contractor or subcontractor.

13. Compliance and Local Requirements

- a. EEO and Diversity: Compliance with equal opportunity and applicable local diversity requirements.

14. Accessibility

- a. Accessibility of Materials: All materials shall be accessible to persons with disabilities; provide alternate formats, if requested.
- b. Community Engagement: Any commitment to engage with local communities, including opportunities for public input and feedback.

APPENDIX A
DETAILED SCOPE OF WORK BY TASK AND DELIVERABLE

A. TASK AND DELIVERABLE

Establish project governance, communication protocols, and develop an integrated Public Relations and Marketing Strategy.

➤ **Task 1 – Project Initiation and Strategic Planning**

Activities

- Conduct project kickoff meeting with District leadership.
- Review existing marketing materials, branding, communication plans, strategic plans, and performance data.
- Identify key stakeholder groups and communication priorities.
- Develop annual Public Relations and Marketing Strategic Plan.
- Develop annual editorial and campaign calendar.
- Establish project management and reporting processes.

Deliverables

- Project Management Plan
- Communications Protocol
- Annual Public Relations Strategy
- Annual Marketing Strategy
- Annual Editorial Calendar
- Campaign Calendar

➤ **Task 2 – Public Relations and Media Relations**

Activities:

- Develop proactive media outreach campaigns.
- Prepare and distribute press releases and media advisories.
- Coordinate interviews and media opportunities.
- Maintain media contact database.
- Respond to media inquiries.
- Develop crisis communication messaging and response materials.
- Coordinate press conferences and special events.
- Prepare executive talking points, speeches, and presentations.

Deliverables

- Press Releases
- Media Advisories
- Media Lists
- Executive Briefing Materials
- Crisis Communication Plan
- Press Kits
- Interview Preparation Materials
- Monthly Media Activity Reports

➤ **Task 3 – Marketing and Brand Management**

Activities

- Maintain brand consistency across all platforms.
- Update brand standards and messaging guidelines.

- Develop integrated advertising campaigns.
- Coordinate digital advertising.
- Develop promotional campaigns supporting air service development.
- Coordinate cooperative marketing partnerships.
- Produce print and digital marketing collateral.

Deliverables

- Updated Brand Guidelines
- Campaign Plans
- Advertising Creative
- Digital Marketing Assets
- Print Materials
- Promotional Graphics
- Marketing Calendar

➤ **Task 4 – Digital Marketing and Website Support**

Activities

- Website updates.
- Landing page development.
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Email marketing campaigns.
- Social media strategy and content.
- Video and photography coordination.
- Performance optimization.

Deliverables

- Website Updates
- Landing Pages
- SEO Reports
- SEM Campaign Reports
- Email Campaigns
- Social Media Calendar
- Video Scripts
- Digital Asset Library

➤ **Task 5 – Stakeholder Engagement**

Activities

- Coordinate communications with:
 - Airport tenants
 - Airlines
 - Tourism organizations
 - Chambers of Commerce
 - Local governments
 - Economic development organizations
 - Community groups
- Support public meetings
- Coordinate community outreach initiatives

Deliverables

- Stakeholder Communication Plan
- Meeting Materials
- Presentation Decks
- Public Information Materials
- Community Outreach Reports

➤ **Task 6 – Events and Promotions**

Activities

- Plan and coordinate:
 - Air service announcements
 - Airline inaugurals
 - Community events
 - Promotional events
 - Press conferences
 - Ribbon cuttings
- Coordinate event logistics

Deliverables

- Event Plans
- Event Schedules
- Promotional Materials
- Event Reports
- Photography Coordination
- Vendor Coordination

➤ **Task 7 – Analytics and Performance Reporting**

Activities

- Media monitoring
- Social media monitoring
- Website analytics
- Campaign performance measurement
- ROI analysis
- Competitive benchmarking
- Passenger awareness tracking (when applicable)

Deliverables

- Monthly Performance Dashboard
- Quarterly Performance Report
- Annual Performance Report
- KPI Summary
- ROI Analysis
- Campaign Recommendations

➤ **Task 8 – Project Management**

Activities

- Monthly status meetings
- Budget monitoring
- Schedule management
- Risk management

- Quality assurance
- Coordination with Airport staff
- Coordination with subcontractors (if applicable)

Deliverables

- Monthly Status Reports
- Risk Register
- Project Schedule Updates
- Budget Status Reports
- Meeting Minutes
- Final Closeout Report

**Note: All of the above tasks shall be included in the Annual Retainer paid to the firm. Ad hoc services may only be obtained outside the scope of the services above and at an agreed upon hourly rate plus costs, which can include a not-exceed-cap. **

B. PERFORMANCE MILESTONES

Milestone	Estimated Completion
Notice to Proceed	Contract Award
Project Kickoff	Within 10 business days
Strategic Communications Plan	Within 45 days
Brand & Marketing Plan	Within 60 days
Monthly Reporting Begins	Month 1
Quarterly Reviews	Every 3 months
Annual Performance Report	Annually from date of Notice to Proceed
Final Closeout Report	Contract Completion

C. FINANCIAL CONSEQUENCES

The District reserves the right to impose financial consequences when the Contractor fails to comply with the requirements of the Contract. The following shall be assessed for non-performance or implement other appropriate remedies such as termination or non-renewal when Contractor has failed to comply with the provisions of the Contract.

1. Deduct \$200 per incident for late submittals.
2. Assess a 2% reduction in payment for a missed submittal.
3. For all service related failures, the District shall assess a 1% to 10% percent reduction in payment depending on the critical nature of the service.

REVISED FINANCIAL PROPOSAL FORM

Having become familiar with the scope of services and having reviewed the District's terms and conditions contained throughout this RFP and the Agreement, the undersigned proposes to provide services at the fixed rate set forth herein during the initial three-year term of the Agreement and optional renewals 1 and 2. Bidder understands that these annual costs are all-inclusive for all services requested by the District paid in twelve equal installments on an annual basis.

A. Rate Schedule for Services

Description of Task	Annual Cost Years 1-3	Renewal Option 1	Renewal Option2
Annual Fee	\$ _____	\$ _____	\$ _____

By submission of this proposal, Respondent certifies this submittal has been arrived at independently, without consultation, communication, or agreement as to any matter relating to this proposal with any other Respondent or competitor.

RESPONDENT:

Name of Vendor

Name of Authorized Representative

Address

Phone Number and Email Address

Signature

Date

CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents of all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, United States Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Organization: _____

Street address: _____

City, State, Zip: _____

CERTIFIED BY: (type or print)

TITLE:

(signature)

(date)

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352
(See reverse for public burden disclosure)

1. Type of Federal Action: _____ a. contract _____ b. grant c. cooperative agreement d. loan e. loan guarantee f. loan insurance	2. Status of Federal Action: _____ a. bid/offer/application _____ b. initial award c. post-award	3. Report Type: a. initial filing _____ b. material change For material change only: Year _____ quarter _____ Date of last report _____
4. Name and Address of Reporting Entity: _____ Prime _____ Subawardee Tier _____, if Known: Congressional District, if known:		5. If Reporting Entity in No. 4 is Subawardee, Enter Name and Address of Prime: Congressional District, if known:
6. Federal Department/Agency: 	7. Federal Program Name/Description: CFDA Number, if applicable: _____	
8. Federal Action Number, if known: 	9. Award Amount, if known: \$ _____	
10. a. Name and Address of Lobbying Registrant <i>(if individual, last name, first name, MI):</i>	b. Individuals Performing Services <i>(including address if different from No. 10a)</i> <i>(last name, first name, MI):</i>	
11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semi-annually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.	Signature: _____ Print Name: _____ Title: _____ Telephone No.: _____ Date: _____	
Federal Use Only	Authorized for Local Reproduction Standard Form - LLL (Rev. 7-97)	

INSTRUCTIONS FOR COMPLETION OF SF-LLL, DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime Federal recipient, at the initiation or receipt of a covered Federal action, or a material change to a previous filing, pursuant to title 31 U.S.C. section 1352. The filing of a form is required for each payment or agreement to make payment to any lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with a covered Federal action. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered Federal action for which lobbying activity is and/or has been secured to influence the outcome of a covered Federal action.
2. Identify the status of the covered Federal action.
3. Identify the appropriate classification of this report. If this is a followup report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last previously submitted report by this reporting entity for this covered Federal action.
4. Enter the full name, address, city, State and zip code of the reporting entity. Include Congressional District, if known. Check the appropriate classification of the reporting entity that designates if it is, or expects to be, a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is the 1st tier. Subawards include but are not limited to subcontracts, subgrants and contract awards under grants.
5. If the organization filing the report in item 4 checks "Subawardee," then enter the full name, address, city, State and zip code of the prime Federal recipient. Include Congressional District, if known.
6. Enter the name of the federal agency making the award or loan commitment. Include at least one organizational level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the Federal program name or description for the covered Federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number for grants, cooperative agreements, loans, and loan commitments.
8. Enter the most appropriate Federal identifying number available for the Federal action identified in item 1 (e.g., Request for Proposal (RFP) number; Invitations for Bid (IFB) number; grant announcement number; the contract, grant, or loan award number; the application/proposal control number assigned by the Federal agency). Included prefixes, e.g., "RFP-DE-90-001."
9. For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award/loan commitment for the prime entity identified in item 4 or 5.
10. (a) Enter the full name, address, city, State and zip code of the lobbying registrant under the Lobbying Disclosure Act of 1995 engaged by the reporting entity identified in item 4 to influence the covered Federal action.

(b) Enter the full names of the individual(s) performing services, and include full address if different from 10(a). Enter Last Name, First Name, and Middle Initial (MI).
11. The certifying official shall sign and date the form, print his/her name, title, and telephone number.

According to the Paperwork Reduction Act, as amended, no persons are required to respond to a collection of information unless it displays a valid OMB control Number. The valid OMB control number for this information collection is OMB No. 0348-0046. Public reporting burden for this collection of information is estimated to average 10 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0046), Washington, DC 20503

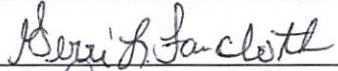
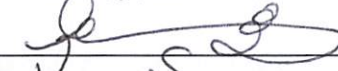
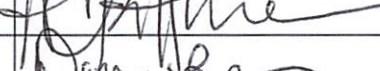


PRE-PROPOSAL MEETING

SOLICITATION NUMBER: RFP-2026-15

SOLICITATION NAME: Public Relations & Marketing Support Services

DATE: October 1, 2026 @ 10:00 AM

Company Name	Representative Name (Printed)	Representative Signature	Email
ECP	Gerri Lynn Faircloth		gfaircloth@pcairport.com
ECP / ARFF	MILLER, SEKOU		smiller@pcairport.com
Moore	Katie Spillman		Katies@themooseagency.com
Gray Media	Mandi Pittman		amanda.pittman@wjh9.com
Seagrove Marketing	Rachel Lauen		rachel@seagrovemarketing.com
Seagrove Marketing	Lewis Goodman		Lewis@seagrovemarketing.com



PRE-PROPOSAL MEETING

SOLICITATION NUMBER: RFP-2026-15

SOLICITATION NAME: Public Relations & Marketing Support Services

DATE: October 1, 2026 @ 10:00 AM

(VIRTUAL ATENDEES)

Company Name	Representative Name (Printed)
	Jeff Scott
Merit Mile	Scott Lindars
SIG	Yong Huang
Lou Hammond Group	Britt Chapman
Hiltachk Marketing	Kim Hiltachk
	Amanda Rodriquez
	Dawn Moliterno
Moore Agency	Audrey Goff
	Kimberly Schaefer
	Geoffrey Bybee
Sparkloft Media	Kelly Campbell
Aviatrix Communications	Kim McNeil
	TeamsMaestro AI Notetaker
The Brand Advocates	Tasha Cunningham
Engine 29	Troy Hayes
JVC Media	John Caracciolo
The Brand Advocates	Jackson Dean
The Brand Advocates	Luis Galvez
ICF	Melisa Walker
DoveTail	Jennifer Anania



Tactiq	Cynthia Gomez
	Karen Sherwood
Comsint Communications	Sarah Farris
	Saul Darville
The Valerin Group, Inc.	Erin Browning
Aqua	L Aldrich
Zehnder Communications	Jennifer Boneno
	Katherine Simon
	Faizan Mehraj
Merit Mile	Mark Reino
The Brand Advocates	Luis Galvez
Aqua	Madison Dudley
Merit Mile	Jodie Freedman
Merit Mile	Mitch Curry