

ADDENDUM 1
RFQ AP 61-18
MEDIA BUYING, MARKETING AND ADVERTISING SERVICES FOR
OKALOOSA COUNTY AIRPORTS

1. Is there an agency of record in place currently executing this work?
Yes.
2. If so, which agency?
Romjue Advertising and Company.
3. If there is a current agency, why is the County issuing this RFQ?
Okaloosa County owns and operates three airports in Okaloosa County, including the commercial airport, Destin-Fort Walton Beach Airport (VPS), and two general aviation airports, Destin Executive Airport (DTS), and Bob Sikes Airport (CEW). The County outsources for expertise work that cannot be performed in house, and each contract is subject to a certain number of years and renewal opportunities. The current contract is set to expire on September 30, 2018 and had zero renewals left, requiring the County to advertise a new RFQ for a new contract.
4. What has the budget been over the past 3 years for this work?
There has been no defined budget.
5. If this is new work, what is the expected budget range?
Depends on the industry, competition and market conditions.
6. Does the budget for this work come from the County bed tax?
No.
7. What airports and destinations does the County consider as competitors?
Our two biggest competitors in our region are Northwest Florida Beaches International Airport (ECP) in Panama City Beach, and Pensacola International Airport (PNS). Other competitors in the Northwest Florida region are Mobile Regional Airport (MOB) and Tallahassee International Airport (TLH). Destination competitors are Walton County, Bay County, Santa Rosa County, Escambia County, and the beach destinations of Alabama, Mississippi, and other coastal regions of Florida.
8. Can you please provide a list of your tourism feeder markets for the airport?
No. This would be research intended for the proposer to complete.
9. Do the required forms, organizational chart and the corporate status page count against the 35-page response total?
The 35 page limit excludes required forms.
10. Can we know the number of agencies that are pitching ideas?
We will not know that number until after the procurement has closed.

11. Will preference be given to Agencies based in Florida?

Preference is given to companies with airport/destination/travel experience who can accurately research and know our region's market and how exactly to fit our needs and goals.

12. Accounts for 2016 and 2017 have been compiled by an external Accounting firm of CPA's but the accounts have not be formally audited. Will CPA-Reviewed financial statements and a Letter of Good Standing from HSBC be sufficient?

Yes.

13. Are you comfortable with the main Account Services contact being based in Bermuda?

Yes, if the geographic location of the contact does not affect the ability of this contact to be reachable daily or impede their ability to be in market as requested, and that they are up to date with the happenings in our region's specific market.

14. What are the marketing materials and efforts that are currently in place? Are we able to see examples of any?

Marketing materials we are currently utilizing include a variety of print materials (brochures), promotional items/swag, digital and static advertising displays, e-mail campaign, and social media presence/local PR efforts. I've attached a copy of a brochure and an ad for you to see.

15. In section 3.2.1 of the RFQ, it says '*Budget is subject to availability of funds and applied on an as needed basis.*' Is there already a budget breakdown, or intended spending amount for Media Buying, Marketing and Advertising services, or can you provide a budget range based on the 2016 and 2017 spend?

There has been no defined budget, and it depends on the industry, competition and market conditions.

16. Do you have brand guidelines / a style guide already in place? We do not currently have a formalized style guide, and that would be one thing the company awarded would help us achieve

17. With regards to references, is it ok to give a budget range for the scope of services provided? (As some clients won't be comfortable with us disclosing this type of information?)

There has been no defined budget.

18. Overall, what will win this?

A company that can be an expert in our region and the product/service we are providing/would like to provide to our visitors, stay ahead of the trends, use data and research to implement strategy, and a creative approach to designing products that are unique to the service we want to provide to our visitors. We are looking for a firm to advertise locally that VPS is the airport of choice throughout Northwest Florida and eastern Alabama, so more focus on regional impact than national.

19. What is the expected passenger increase in year one (1); year two (2) and year three (3)?
In the last 3 years, VPS has experienced a 44% increase in passenger traffic. We expect a more modest 5%-8% increase each year over the next 3 years.

20. Are there plans for future development for Bob Sikes Airport within the next three years?
Yes. The Bob Sikes Airport has the available land and an 8,000 foot long runway which could attract aerospace companies looking to relocate or expand.

21. What is the total budget available for this marketing campaign?
There is no defined budget.

22. What would be the percentage of marketing that applies to VPS vs. DTS and CEW?
90% VPS, 5% DTS, 5% CEW.

23. What is the expected growth of your non-aeronautical revenue by percentage in year one (1); year two (2) and year three (3)?
As non-aeronautical revenue is heavily driven by passenger counts, barring any contract term renegotiations, we are conservatively estimating a 6% increase each year.

24. Are there plans within the next year to add a new carrier other than the current Allegiant, American, Delta and United? There is nothing definitive, but we are constantly talking with prospective airlines.

25. Are there plans to add more than the current 54 daily flights within the next year? If yes, what is the goal in year one (1); year (2); year (3)? Yes

26. Is there capacity to add more than the current fifty-four daily flights within the next year?
Yes

27. Current and Trending KPI Performance:
What have the tourism performance stats been trending over the past five (5) years? TDD question

28. What is your current website traffic performance YOY for the past five (5) years? ?
30,000 unique hits/month
29. What are your current stats for both growth and engagement on your current social platforms?
We have consistently been up anywhere between 5-25% month over month since the beginning of the year in engagements, likes, reach and check-ins on Facebook, and intend to hold this trend.
30. What are your current stats for both growth and engagement in your newsletter subscriber base?
Our newsletter subscriber base hovers between 18-25% open rate and a 5-8% click rate. We plan to work with the awarded company on growing our e-newsletter subscriber base.
31. What is the current quality/ranking of reviews for Facebook, Google, etc)
Facebook: overall ranking of 4.3 out of 5, based on 339 people. Quality depends on season and number of travelers, and personal "one-off" experiences (flight delays/cancellations, etc) Google: 3.6 stars out of 5, based on 172 reviews. Mixed quality. Yelp: 3.5 stars out of 5, 75 reviews.
32. What are the top three (3) community activities "Airport" is involved in currently? Are there other areas of community involvement that are of high interest? Chamber memberships, hosting military events
33. Frequency of research updates?
We would like at least monthly research update reports.
34. What is the primary message "Airport" would like to convey? VPS is the smart choice when making travel plans. We would like to emphasize and improve on the level of service and hospitality/amenities we provide.
35. Who is "Airport" biggest competition? Other Air travel? Car travel? Pensacola