



EXPRESSION OF INTEREST FOR ADVERTISING CONCESSION OPERATOR

Issued by:

PRINCE GEORGE AIRPORT AUTHORITY

The Prince George Airport Authority (“PGAA”) invites the submission of qualifications and expressions of interest to operate advertising concessions at Prince George Airport (“Airport”).

A. SCOPE AND REQUIREMENTS OF REQUESTED SERVICES

This document is not intended to solicit advertising and/or business service operators for specific advertising spaces at the Airport. Rather, Respondents may express an interest in any type or combination of concepts for potential future opportunities. Furthermore, the PGAA may choose, at its sole discretion, to issue a Request for Proposal (“RFP”) for specific concession opportunities. The PGAA is continually seeking unique concepts that complement the existing facilities at the Airport.

1. Concepts

The PGAA is committed to developing an innovative program that incorporates the highest level of quality in a high traffic environment. We are looking for a fresh take on the interior and exterior advertising plan. A complete creative overhaul and we want to hear your ideas on how to capitalize on over a million visitors per year.

In developing concepts for this request, respondents should include a detailed list of costs for the program they are proposing, a ballpark figure as to how much revenue they believe their program will generate and a proposed minimum guarantee and percentage of gross revenue.

Please ensure that part of the program includes complimentary advertising space for the PGAA to use as they see fit.

2. Location

Exclusive access to both the interior and exterior of the Prince George Airport.

3. Hours of Operation

Concessions are able to access the terminal during regular operating hours (0430-1230).

4. Term of Concession Agreement

Depending on the use and location as well as capital investment proposed.

5. Compensation to PGAA

Depending on the proposal, the Respondent will pay to the PGAA a combination of the following:

- Percentage of the monthly gross sales
- Minimum Monthly Guaranty

B. SUBMISSION, SELECTION AND CONTRACTING PROCEDURES

1. Selection Process

The information provided by the response to this Expression of Interest will be used as a database of individuals and businesses interested in operating at Prince George Airport. At the PGAA's sole discretion, a Request for Proposal (RFP) may be issued to only those that have expressed an interest in qualifying through this document, or may be posted on the website (www.pgairport.ca) to which all interested individuals and businesses may respond.

PGAA will review the submittals received. PGAA may choose to enter into discussions or negotiations with one or more of the Respondents to propose an agreement with the Respondent(s) who best meets the PGAA's goals. The PGAA may begin to make selections from the qualified Respondents immediately or may keep proposals on file for future opportunities. The PGAA reserves the right to accept any submittal and/or any part or parts thereof and/or to reject any or all submittals.

2. Consent to Investigation

The PGAA's determination as to whether a Respondent is qualified and responsible will be based on information provided by the Respondent in its submittal, economic disclosures, interviews (if applicable) and other sources deemed to be valid by the PGAA. A concession will not be awarded until all investigations of the Respondent's business experience; financial responsibility and character that the PGAA deems necessary are completed. By submitting an Expression of Interest, the Respondent agrees to permit and cooperate with such investigations.

3. Respondent's Costs

All costs incurred by Respondent in preparation of Respondent's submittal (including costs associated with interviews) will be borne by Respondent. The PGAA is not responsible for any costs associated with this Expression of Interest submission.

4. Ownership

All submittals and supplementary material will become the property of the PGAA.

5. Award Subject to Approval

All awards of concessions under this Expression of Interest are subject to the approval of the PGAA.

6. Representation by Brokers

The PGAA will not be responsible for any fees, expenses or commissions for brokers or their agents. Communications by or between employees of or consultants to the PGAA and any potential or actual Respondent broker or agent are not to be construed as an agreement to pay, nor will the PGAA pay any such fees, expenses or commissions. Respondent must hold the PGAA harmless from any claims, demands, actions or judgments in connection with such broker fees, expenses or commissions.

7. Disclaimer

The information contained in this document is provided to assist prospective Respondents in the preparation of a submittal. The PGAA assumes no responsibility for the use of this information by Respondents and does not guarantee the accuracy of the information.

C. EVALUATION CRITERIA

All submittals will be reviewed and evaluated and a Respondent may be awarded the concessions. The following items will be considered in the evaluation of submittals:

1. Experience and Qualifications of Respondent
 - Number of years of experience with concepts similar to those being proposed
 - Number of years of experience in an airport environment
 - Professional references
 - Quality of existing advertising concession programs operated by the Respondent as determined by review of photographs submitted by Respondent and possible site visits
 - Concept
 - Commitment and involvement of the Respondent's ownership and management in the operation of the concession
2. Concept
 - Quality and variety of overall design plan
 - Innovation of overall theme
 - Visual presentation of concept including creativity and innovativeness of design
3. Financial capability of Respondent
4. Commitment to enhance or expand the operation of the concession
5. Completeness and comprehensiveness of the information included

The PGAA will also consider the past performance of the Respondent, and its constituent individuals or entities as applicable, on other contracts with the PGAA or other entities in terms of quality of work and compliance with performance schedules.



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The PGAA may solicit from other departments of the PGAA, other government agencies or any other available sources, relevant information concerning the Respondent's record of past performance.

Submittals will be evaluated to ensure compliance with all applicable local, PGAA, and federal, policies, laws, ordinances and statutes.

A mandatory site visit is taking place, Wednesday, February, 14th at 11:00am in the Boardroom of the Airport Terminal. Packages are due back to the PGAA, via email, by Sunday, March 11 at 11:59pm.

Prince George Airport Authority- We Make Time Fly!