

CONTRACT AWARD	
CC2021-02 ADVERTISING CONCESSION AT THE TRENTON-MERCER AIRPORT	
RESOLUTION: 2023-237	
CONTRACT TERM: APRIL 1, 2023 THROUGH MARCH 31, 2024	
NAME OF RESPONDENT	HFT MANAGEMENT, INC T/A GATEWAY OUTDOOR ADVERTISING
ADDRESS	18 PLEASANT GROVE ROAD
CITY, STATE, ZIP	LONG VALLEY, NJ 07853
CONTACT	CRAIG P. HEARD
TELEPHONE	908 684 8122
FAX	908 684 8133
E-MAIL	CHEARD@GATEWAYOUTDOOR.COM
CONCESSION FEE % PAID TO COUNTY OF MERCER	50%
MINIMUM ANNUAL GUARANTEE	\$35,000.00
ESTIMATED ADVERTISING REVENUE	\$150,000-\$200,000

Approved as to Form and Legality

Date

March 23, 2023

.....
 County Counsel

COUNTY EXECUTIVE AND CLERK TO THE BOARD AUTHORIZED TO “EXERCISE AN OPTION TO EXTEND” AGREEMENT (AWARDED THROUGH A FAIR AND OPEN PROCESS) TO HFT MANAGEMENT INC., T/A GATEWAY OUTDOOR ADVERTISING TO DEVELOP AND MANAGE ADVERTISEMENT AT THE TRENTON-MERCER AIRPORT. CONCESSION FEE PAID TO THE COUNTY: 50% OF ANNUAL ADVERTISEMENT REVENUE OR THE MINIMUM ANNUAL GUARANTEE PAID TO THE COUNTY \$35,000.00. PERIOD: APRIL 1, 2023 THROUGH MARCH 31, 2024. (CC2021-02)

WHEREAS, pursuant to the provision of N.J.S.A. 40A:11-15, the governing body may include provisions for a contract extension upon a finding by the governing body that the services are being performed in an effective and efficient manner; and,

WHEREAS, the County of Mercer entered into an Agreement with HFT Management, Inc. T/A Gateway Outdoor Advertising ,18 Pleasant Grove Rd. Long Valley, NJ. 07853 to develop and manage advertisement at the Trenton-Mercer Airport for a period of one (1) year with an Option to Extend for (2) one (1) year periods, as per Resolution No. 2021-279, adopted May 13, 2021; and,

WHEREAS, the County of Mercer exercised a one (1) year Option to Extend the Agreement with HFT Management, Inc. T/A Gateway Outdoor Advertising to develop and manage advertisement at the Trenton-Mercer Airport for the period of April 1,2022 through March 31,2023 as per Resolution No. 2023-64, adopted January 26, 2023; and,

.....
 Clerk to the Board

RECORD OF VOTE

COMMISSIONERS							COMMISSIONERS						
Aye	Nay	N.V.	Abs.	Res.	Sec.	Aye	Nay	N.V.	Abs.	Res.	Sec.		
Cimino	X					Melker	X						
Frisby			X			Stokes	X			✓			
Lewis	X					Walter	X						
McLaughlin	X				✓								

X—Indicates Vote Abs.—Absent N.V.—Not Voting
 Res.—Resolution Moved Sec.—Resolution Seconded

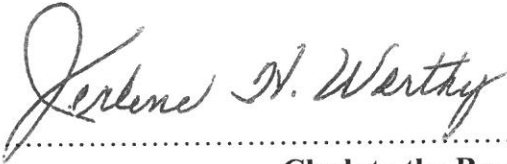
-2-

WHEREAS, the Temporary Chief Financial Officer of Mercer County has certified in writing the availability of funds for the purposes set forth in this Resolution; said Certification is on file with the Clerk to the Board and made a part hereof, and are contingent upon the inclusion in and the adoption of the 2023 Mercer County Budget; and,

WHEREAS, the County of Mercer is desirous of exercising the final Option to Extend the Agreement with HFT Management, Inc. T/A Gateway Outdoor Advertising, for the period of April 1, 2023 through March 31, 2024; now, therefore,

BE IT RESOLVED, that the County Executive and Clerk to the Board are hereby authorized to "Exercise the Option to Extend" with HFT Management, Inc. T/A Gateway Outdoor Advertising to develop and manage advertisement at the Trenton-Mercer Airport for the period of April 1, 2023 through March 31, 2024, in the total amount not to exceed 50% of annual advertisement revenue or the minimum annual guarantee paid to the County of \$35,000.00 on behalf of the County of Mercer, when presented in a form approved by County Counsel; and,

BE IT FURTHER RESOLVED, that the Clerk to the Board shall forward a copy of this Resolution to the Purchasing Department for further distribution.


.....
Clerk to the Board

3.0 Scope of Work

Background

The Trenton-Mercer Airport has been an important part of the Greater Central Jersey Region for over 80-years. It is both a major economic engine for the area and an air travel hub that hosts a robust mix of commercial, corporate, private, and government aviation users. It is the current home to Frontier Airlines (www.flyfrontier.com), which, at the time of this posting, offers non-stop service to Atlanta, Ft. Myers, Miami, Orlando, Tampa, and West Palm Beach; and the aviation division headquarters of a number of Fortune 100 Companies the NJ State Police and two flight schools.

Schedule

A schedule has been established for respondent proposals, proposal review, contractor selection, project initiation and completion. The following dates have been established:

RELEASE: February 12, 2021
ALL QUESTIONS BY: February 19, 2020 by 4:00 P.M
Email questions to: imaldonado@mercercounty.org
QUESTIONS RECEIVED AFTER THE DEADLINE WILL HAVE NO BEARING ON THE RFP
ADDENDA ISSUED: February 22, 2020
PROPOSALS OPENED: March 5, 2021 at 11:30 A.M.

The County disclaims any responsibility for proposals received late by regular or express mail. If the proposal is sent by express mail service, the designation must appear on the outside of the express mail envelope. Proposals received after the designated time and date will be returned unopened (no exceptions).

3.1 Purpose

The purpose of the Airport Advertising Concession is to enhance revenue from commercial advertising while maintaining the design integrity of the airport terminal building and other airport environs.

With expanded commercial service to several destinations, TTN has become a focus city for Frontier Airlines. In addition, TTN has made improvements to the overall terminal and has created additional surface parking areas. As a result of higher passenger volume, TTN has become an excellent location to offer advertisement opportunities. The Airport invites proposals from interested parties for the non-exclusive right and privilege to create and sell indoor and outdoor advertising at the Trenton-Mercer Airport.

3.2 Contract Term

The contract shall be awarded for a period of one (1) year with the option to extend two (2) one (1) year options at the discretion of the Airport.

3.3 Objectives of Airport Advertising Program

The objective of the Request for Proposals (RFP) for the Airport Advertising Concession is to find an advertising concessionaire that will:

- Maximize revenue to the airport and our advertisers through indoor and possibly outdoor commercial advertising;
- Utilize local advertisers to the fullest extent possible;

- Ensure the delivery of the highest quality advertising by creating an appealing message that generates sales, provides awareness, and enhances the experience of airport users;
- Include a Flight Information Display System (FIDS) for the traveling public;
- Permit the County to utilize 10% for its own messaging. Proposers must be aware that the airport will place non-revenue generating ads and displays within the airport in order to support community events.
- Develop new and innovative advertising concepts, media and locations that will complement the airport environment; and
- Promote the local community, tourism, and business in the region.

3.4 SERVICES

The successful Proposer must provide the following advertising services: sales, creative design, production, placement of advertisement, billing services, and monthly production reports.

3.5 AIRLINES AND PASSENGER STATISTICS

The airport is currently served by Frontier Airlines offering non-stop service to Ft. Myers, Miami (Feb 2021), Orlando, Tampa, and Atlanta (all cities subject to change).

Below is information for passenger traffic statistics over the last year at TTN:

<u>Enplanements</u>	<u>2020</u>
January	36,714
February	36,448
March	19,039
April	124
May	2,435
June	4,262
July	3,167
August	2,138
September	4,364
October	6,083
November	5,046
December	9,791
TOTAL	129,611

Please note deplanements should be considered close to or equal to the number of enplanements.

3.6 DISCLAIMER

Proposers are responsible for obtaining their own independent financial, legal, accounting, and technical advice on all proposal matters.

4.0 Proposal Requirements

4.1 Qualification Statement

A statement will be provided by the respondent that will serve as the primary contractor. The statement shall give details of the firm's principal activities, the number of personnel, and the firm's location. Please provide a list of (3) three clients for whom similar services have been provided. Include the following:

- Name of client. Please include experience with a governmental agency if any.
- Contact person's name, position, and current telephone number.
- Dates, cost and scope of service.
- Status and comments

4.2 Key Personnel Information

The respondent shall provide the identity and the credentials of the principals and other key personnel working for the contractor and their areas of responsibilities.

4.3 Proposal Forms and Business Registration Submittal

The following forms are contained in the attachments. All forms are required and shall be completed and made part of the proposal submitted.

1. Proposal Checklist
2. Proposal Cost Form
4. Statement of Ownership
5. Affirmative Action Statement
6. Acknowledgement of Receipt of Addenda
7. Disclosure of Investment Activities in Iran Form
8. Non- Collusion Affidavit

4.4 Location of Servicing Office

The proposal must list the location and address of the present, active office that will service and manage this contract.

5.0 Evaluation, Review and Selection Process

5.1 Proposals to Remain Subject to Acceptance

RFP responses shall remain open for a period of sixty (60) calendar days from the submittal date. The owner may either award the Contract within the applicable time period or reject all proposals. The owner may extend the decision to award or reject all proposals beyond the sixty (60) calendar days when the proposals of any respondents who consent thereto may, at the request of the owner, be held for consideration for such longer period as may be agreed. All proposals shall become the property of the County and will not be returned to Proposers.

5.1.1 Selection Process

A Selection Committee will review all qualified proposals. The Selection Committee reserves the right to contact any or all of the Proposers during the review process for clarification and/or understanding. Additionally, Proposer(s) may be asked to sit for a committee interview. Questions and interviews are at the sole discretion and option of the committee and may not be afforded to any or all Proposer(s). After the proposals are reviewed, the Selection Committee will make their selection recommendation to the County Administration. Upon its approval, the proposal will then be placed for a vote before the Mercer County Board of Commissioners.

5.2 Rejection of Proposals

The owner reserves the right to reject any or all proposals, or to reject any proposals if the evidence submitted by, or investigation of such respondent fails to satisfy the owner that such respondent is properly qualified to carry out the obligations of the RFP and to complete the work contemplated therein. The owner reserves the right to waive any minor informality in the RFP.

5.3 Evaluation Process

An evaluation team will review all proposals to determine if they satisfy the Proposal Requirements, determine if a proposal should be rejected and evaluate the proposals based upon the Evaluation Criteria. Vendors whose proposals are determined to be reasonably susceptible of being selected may be invited to an oral presentation.

5.4 Evaluation Criteria

The criteria considered in the evaluation of each proposal follows below. The arrangement of the criteria is not meant to imply order of importance in the selection process. All criteria will be used to select the successful respondent.

Responsive and Responsible Respondent

The respondent has provided all required procurement documents and technical documents stated below and in the order stated. The response will be evaluated on the basis of quality and clarity of the proposal, and all of the following components:

5.4.1 Experience

The successful Proposer shall have the experience and qualifications necessary to ensure a high quality operation. A complete description of the Proposer's experience and other operations must be included in the proposal. The successful Proposer must demonstrate the managerial and financial experience and capacity to provide an Airport Advertising Concession of the highest quality. Prior experience working with and for airports is a plus.

The following factors will also be considered:

- A list and description of comparable operations, whether undertaken individually or in association with other entities, are to be identified.
- The relevance of background and experience from an existing or previous operation, as it relates to an Airport Advertising Concession.
- The length of time involved in the indoor/outdoor advertising business.
- Other information Proposer deems relevant.

RESPONDENTS SHALL LIMIT THEIR EXPERIENCE RESPONSE TO FIVE SINGLE-SIDED PAGES

5.4.2 Business, Operating and Marketing Plan

The Proposer must submit, in narrative form, its operating and marketing plan for advertisement in the airport terminal building addressing sales, creative design, production, placement, billing and reporting. A market strategy should also be included indicating target market(s) and how to reach those market(s). Sales and placement staff should be locally based.