



Request For Qualifications

Solicitation Number	24038RFQ
Product or Service	Communications and Marketing Services
NAICS Code(s)	541613 – Marketing Consulting Services
Department	Public Affairs and Governmental Relations

Important Dates & Times

Note: All times referenced in this RFQ, and associated documents, are the Airport’s local time.

Solicitation Issue Date	Thursday, July 18, 2024		
Response Due Date	Thursday, August 15, 2024	Time	3:00 PM (local time)

Pre-Response Meeting	Thursday, August 1, 2024	Time	3:00 PM (local time)
Deadline for Questions	Thursday, August 8, 2024		
Answers to Questions	Monday, August 12, 2024		
Interviews	Thursday, September 5, 2024		
Anticipated Commission Award Date	Tuesday, September 24, 2024		

The above is an anticipated schedule. The Little Rock Municipal Airport Commission (the “Commission”) reserves the right to modify any part of this schedule.

Responses **will not** be accepted after the designated Response due date and time. It is the responsibility of each Company to submit its Response at the designated location on or before the Response due date and time. Responses received after the designated Response due date and time will be considered late and returned to the Company without further review.

The Company agrees that any additional terms or conditions submitted by the Company that conflict with the requirements in this solicitation, whether submitted intentionally or inadvertently, may cause the Company's Response to be rejected. If the Airport, at the Airport's sole discretion, determines that such a conflict applies to a material term of this solicitation, then the Company's Response **must** be disqualified.

Cone of Silence

For purposes of this solicitation, all communication **must** be directed to the Procurement Department at (procurement@clintonairport.com). The Commission has imposed an absolute prohibition against any communication or contact with other Airport personnel, Commission member, or Consultant regarding the solicitation generally referred to as a "Cone of Silence." The prohibition begins with the publication of this solicitation document and remains in place through Commission selection. It ends after successful negotiations with the selected Company have concluded in an executed agreement. The prohibition is suspended only during Airport sponsored and publicly announced meetings conducted to clarify the solicitation. **A violation of this provision may result in a rejection of the Response from the offending Company.**

Pre-Response Meeting

The Pre- Response Meeting will be held in the Commission Meeting Room located in the Airport’s administrative offices. All prospective companies are encouraged to attend either in-person or by a Microsoft Teams (“Teams”) meeting option.

In-person: Please bring your parking ticket with you, the receptionist will validate your parking.

Teams: [Click here to join the meeting](#) - Meeting ID: 235 031 281 828 - Passcode: ZJYGVJ

Language Assistance: If your Company needs language assistance, please contact procurement@clintonairport.com a minimum of 48-business hours in advance of this meeting.

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1. Background and Goal

1.1 Background

As Arkansas' largest commercial Airport serving more than two million passengers annually, the Airport is serviced by six airlines, general aviation facilities, and manufacturing on 2,100 acres. The state of Arkansas estimates that the Airport makes a \$1.6 billion economic impact each year. The Airport is self-supporting using no local, state, or federal tax dollars for operations. Visit www.clintonairport.com for more information.

1.2 Goal

The Commission is seeking a qualified and experienced communications firm (“Company”) to provide a variety of communications and marketing services.

1.3 Outcomes Desired

- A. Enhance the Airport’s brand identity
- B. Increase awareness of nonstop flights
- C. Showcase the Airport’s convenience, services, and amenities
- D. Build awareness of the Airport’s economic impact and business opportunities
- E. Cross promote airlines and other tenants.

2. Definitions

The Airport has made every effort to use industry-accepted terminology in this solicitation and will further clarify any point or item in question as indicated in the Questions and Clarifications section.

2.1 Envelope

An envelope is defined as the package in which items are contained. This can be an envelope, box, bag, or another packaging as long as the contents are not visible from the outside and it is sealed.

2.2 Response

Response refers to but is not limited to the following: bid, submittal, statement of qualifications, proposal.

2.3 Company

The Company refers to but is not limited to the respondent, vendor, contractor, firm, sole proprietor, partnership, corporation.

2.4 Diverse Company or Business

The Commission defines a diverse company or business as any Disadvantaged Business Enterprise (DBE), Airport Concession Disadvantage Business Enterprise (ACDBE), Minority-Owned Business Enterprise (MBE), or Woman-Owned Business Enterprise (WBE) that is certified through the Arkansas Department of Transportation (ARDOT), Arkansas Economic Development Commission (AEDC), Small Business Administration (SBA), Women’s Business Enterprise National Council (WBENC), or an airport approved certification agency. This definition also includes the Historically Underutilized Business Zones (HUBZone), 8(a) Business Development Program (8(a)), Woman-Owned Small Business (WOSB), Veteran-Owned Small Business (VOSB), and Service-Disabled Veteran-Owned Small Business (SDVOSB) programs.

The Commission understands that the list provided above is not inclusive of all certifying agencies. We reserve the right to approve or reject certifications from other states or certifying agencies.

For more information, please [click here](#).

2.5 Acronyms:

- F. **DOT** – Department of Transportation
- G. **FAA** – Federal Aviation Administration
- H. **FOIA** – Arkansas Freedom of Information Act
- I. **GFE** – Good Faith Efforts
- J. **TSA** – Transportation Security Administration

3. Scope of Services

3.1 Minimum Qualifications

- A. By submitting a Response to this RFQ, the Company confirms that it meets the following minimum qualifications:
 - i. The Company is familiar, and in compliance with, all Federal, State, and Local laws, ordinances, and regulations applicable to all work performed resulting from this RFQ for the Little Rock Municipal Airport Commission.
 - ii. The Company is registered to do business within the State of Arkansas.
- B. The Company, and/or principal(s), **must** have a minimum of five (5) years of experience in developing and implementing communications and marketing plans.
- C. The Company **must** identify all staff that will be assigned to our account.
- D. The Company **must** identify all subcontractors assigned to our account.
- E. The Company **must** demonstrate its ability to complete assignments promptly.
- F. The Company **must** provide a list of five (5) comparable projects, including a description of services and deliverables provided and dates of service.
- G. The Company **must** provide creative design capabilities.
- H. The Company **must** have experience with website design, management, and maintenance.
- I. The Company **must** have experience with incorporating qualitative research into strategic planning.

3.2 Scope of Work

Deliverables will be requested on an as-needed basis and may include the following:

- A. Communications and marketing strategy and planning to increase market share and/or revenue that includes paid, earned, shared, and owned media
- B. Content creation including digital, social, and traditional media
- C. Brand development
- D. Public and media relations support
- E. Crisis communications planning and support
- F. Events planning and support
- G. Other services as requested
- H. The Company **must** maximize the budget with a return on investment through a quantitative evaluation.
- I. The Company **must** be accessible to the Airport on short notice, and
 - i. Available during business hours between 8:00 AM to 5:00 PM, and
 - ii. Available to respond via telephone/e-mail within 4 hours, and
 - iii. Available 24/7 and able to respond immediately and on-site, if necessary, in the event of an emergency.

3.3 Terms of Award

Any terms specified in this Section 3.3 will supersede the Standard Terms and Conditions.

- A. The contract term will be for an initial three (3) years.
- B. Upon mutual agreement in writing signed by the parties, the contract may be extended for an additional one (1) three (3)-year extension.
- C. This contract will be awarded, on an all or none basis, to the most responsible and responsive Company that offers the best value to the Airport.

D. Diversity Goal

A Commission goal of eighteen percent (18%) of the total dollar value of all contractual relationships has been set to promote diverse business participation.

Note: Please see Section 2. Definitions; 2.4 Diverse Company; for what certifications are accepted.

i. Attachment A – Diversity Handout

- a. If a Company is a certified diverse company, a copy of the Company's certification **must** be submitted.
 - The Company's certification **must** be valid during the solicitation process, at the time of contract execution, amendments, and extensions.
- E. The Company **must** provide the Airport with monthly reports reflecting payments to all Diverse subcontractors using Attachment B – Monthly Diverse Business Participation Report.
- F. The Company **must not** subcontract work without the prior written permission of the Airport.

- G. The Company must attend Commission meetings if requested.
- H. To be considered responsible and responsive, your Response must address all sections of this solicitation as well as the Appendices listed below.**
 - i. Appendix A – Signature Page/Non-Collusion Affidavit
 - ii. Appendix B - Insurance Certificate
 - iii. Appendix C – Certification for Boycott Restrictions
 - iv. Appendix D – Client References
 - v. Appendix E - Good Faith Efforts
 - vi. Appendix F – Omitted
 - vii. Appendix G – Standard Terms and Conditions

3.4 Badging Requirements

- A. **Crisis communication personnel assigned to this contract must pass the Airport Security Identification Display Area (SIDA) training.**
- B. Crisis communication personnel assigned to this contract **must** be badged by the Airport prior to performing duties at the Airport. **No Exceptions.**
- C. Crisis communication personnel assigned to this contract **must** pass the Federal Bureau of Investigation (FBI) fingerprint-based Criminal History Records Check (CHRC).
- D. **The Airport will immediately remove the vendor’s employee’s access if the employee ceases to meet the FBI’s CHRC requirement upon notification from the FBI.**
- E. Crisis communication personnel assigned to this contract **must** pass the Transportation Security Administration (TSA) Security Threat Assessment (STA).
- F. The vendor **must** designate at least one (1) signatory authority.
 - i. The vendor’s signatory **must** be badged by the Airport.
 - ii. The vendor’s signatory must maintain all company badging records.
 - iii. The vendor’s signatory must ensure the completeness, correctness, and accuracy of badge applications for all company employees applying for and receiving Airport ID.
- G. There will be no charge for the initial Airport-issued badge or CHRC.
- H. The vendor **must** be responsible for replacement cost to any lost or damaged badge.
 - i. The current replacement cost for a damaged badge is \$10.
 - ii. Lost badges cost \$25 for the first, \$50 for the second and \$100 for the third.
 - iii. These charges will be applied via a deduction to your monthly invoice.
 - iii. These rates are subject to change during the length of this contract.
- I. The Airport will charge the vendor for any badge not returned due to a change in personnel.
 - i. A badge is due immediately upon termination for any reason and is currently subject to a \$100 charge via a deduction to your monthly invoice.
 - ii. These rates are subject to change during the length of this contract.

4. Selection of Company

All responses will be evaluated by the Procurement Department for responsiveness. All responses deemed responsive will then be sent to the Selection Panel, established by the Executive Director, and scored individually based on the scoring criteria below. The Selection Panel will send their scores to Procurement before meeting to discuss the results.

Interviews, if needed, and the reference accounts provided will be utilized at the Airport’s sole discretion, to seek clarification or gather more information.

4.1 Selection Panel

The Selection Panel will be comprised of Airport staff.

4.2 Response Elements

Your Response **must** outline your Company's qualifications and proposed plan for addressing the requested item(s) or service(s).

Pricing information is prohibited from being included in your Response.

Pricing information is defined as statements including, but not limited to the following:

- "At no additional cost."
- "Free of charge"
- "For an additional fee."

Pricing information includes any information by which the cost of the equipment or service is set out, may be computed or compared to another company.

Failure to follow this guideline in any manner may result in the disqualification of your Response.

4.3 Scoring

All responses **must** specifically address each of the elements listed under the Categories and selection criteria below.

In each category, items/questions in the selection criteria have each been assigned a maximum point value of five (5) points. The total point value for each category is reflected in the table below as the Maximum Raw Score Possible.

Additionally, the Airport has assigned Weighted Percentages to each category according to its significance. The weighted score for each category will be determined using the following formula:

$$(AA \div BB) \times CC = DD$$

= Actual Raw Points received for sub-section in evaluation B =
 Maximum Raw Points possible for sub-section
 = Maximum Weighted Score possible for sub-section
 = Weighted Score received for sub-section

Weighted scores for categories will be added to determine the Total Technical Score for the Qualification.

Category	Maximum Raw Points Possible	Sub-Section's Weighted Percentage	* Maximum Weighted Score Possible
Capability and Qualifications of the Company	30	30	900
Capacity and Quality of Initial Plan	70	15	1050
Past Performance	5	55	275
Totals	105	100.0%	2,225

*Sub-Section's Percentage Weight x Total Weighted Score = Maximum Weighted Score Possible for the sub-section.

A. Selection Criteria

- i. **Your Company must present its Response in the same sequence and with the same numbering scheme and headings shown in the selection criteria below.**
- ii. If the Company believes that a subject has been adequately addressed in another part of their Response, then a cross-reference to the appropriate part of the narrative **must** be provided.

Category 1	<u>Capability and Qualifications of the Company</u>	Maximum Raw Points Possible	
1.1	Please provide descriptions and examples of work experience your Company, and/or principal(s), has done related to the Scope of Services in this RFQ, for a minimum of five (5) years.	5	
•	<i>High scoring responses will provide descriptions and examples of work experience that demonstrates your ability to meet the requirements of this RFQ.</i>		
1.2	Please provide a list of five (5) comparable projects, including a description of services and deliverables provided including dates of service.	5	
•	<i>High scoring responses will provide five (5) comparable projects showcasing how the services and deliverables provided aligned with the desires of their client(s).</i>		

1.3	Please identify all persons who will provide services to the Airport and the role each would play, including who will serve as the primary point of contact	5
•	<i>High scoring responses will identify all personnel assigned to this project, including the primary point of contact, detailing their experience in providing communications and marketing services.</i>	
1.4	Please identify all subcontractors , if any, that will be assigned to our account.	5
•	<i>High scoring responses will include subcontractors that they feel are suited to provide exceptional services for the Airport.</i>	
1.5	Please provide samples of creative designs made in-house. • If in-house creative design is not available, provide the information regarding who will be providing these services and provide their samples.	5
•	<i>High scoring responses will provide samples that showcase their ability to provide excellent creative designs for the Airport.</i>	
1.6	Please describe your Company's experience with incorporating research into strategic planning.	5
•	<i>High scoring responses will describe how their experience with incorporating research into strategic planning has helped their client(s) reach their goals.</i>	

Category 2	<u>Capacity and Quality of Initial Plan</u>	Maximum Raw Points Possible	70
2.1	Please provide an initial plan for addressing the scope of work including but not limited to: A. Communications and marketing strategy and planning to increase market share and/or revenue that includes paid, earned, shared, and owned media B. Content creation including digital, social, and traditional media C. Brand development D. Public and media relations support E. Crisis communications planning and support F. Events planning and support 5 points assigned per bullet.		30
•	<i>High-scoring responses will provide a plan that addresses the requested item(s) or service(s) but also suggests improved ideas of which the Airport may not be aware.</i>		
2.2	Please describe your Company's approach to completing assignments promptly.		5
•	<i>High-scoring responses will provide evidence of success in promptly completing tasks for their clients.</i>		
2.3	Please provide a comprehensive description of your Company's experience with communications and marketing services related to the following: • Developing and executing communications and marketing plans • Content creation • Public and media relations and crisis communications • Event planning and support • Website design, management, and maintenance 5 points assigned per bullet.		25
•	<i>High-scoring responses will provide samples of quality previous experience related to the five items listed.</i>		
2.4	Please provide sample key performance indicators your Company has used with clients to track measurable results.		5
•	<i>High-scoring responses will provide sample results that can be used to illustrate a return on investment through a quantifiable evaluation.</i>		

2.5	Please provide any relevant qualifications available to the Company not mentioned elsewhere that will showcase why your Company should be selected.	5
•	<i>High-scoring responses will include qualifications not mentioned that will showcase their superior abilities.</i>	
Category 3	<u>Past Performance</u>	Maximum Raw Points Possible
3.1	Please provide references from three (3) current contracts that showcase related experience to what's being requested in this RFQ.	5
•	<i>High-scoring responses will provide references from three (3) current contracts on Appendix D that can attest to your experience working independently and collaboratively to reach desired outcomes.</i>	

4.4 Pricing

Pricing information is prohibited from being included in your Response.

5. Instructions for Submitting Responses

A. **Late responses will not be accepted.**

B. **Responses must be in English.**

C. When the Airport offices are closed due to inclement weather, the response opening will be re-scheduled to the next business day at the same time as the initially scheduled response opening.

D. At the time and location indicated on the first page of this solicitation, all submitted responses will be recorded publicly and become public information pursuant to the Arkansas Freedom of Information Act. All documents submitted in connection with this solicitation will remain the property of the Commission.

E. Any ambiguity caused by omission, error, lack of clarity, or non-clarity by the Company with this solicitation, instructions, and all conditions of the submission must be constructed in the light most favorable to the Commission. Further, the Company agrees that any additional terms or conditions submitted by the Company that conflict with requirements in this solicitation, whether submitted intentionally or inadvertently, may cause the Company's Response to be rejected. If the Commission's sole discretion determines that such a conflict applies to a material term of this solicitation, then the Company's Response may be disqualified.

F. The Airport **must** have the right, in its sole discretion, to determine what constitutes, and to waive, minor deviations and informalities.

5.1 Online Submissions

Online submissions can be made using the Airport's new Online Bidding and Supplier Portal ([B2GNow](#)).

5.2 Paper Submissions

A. A total of one (1) signed original response by a person authorized by the Company to execute contracts **must** be provided to the Procurement Department.

B. Tracking information, for any response delivered by a third-party carrier, should be sent to procurement@clintonairport.com and **must** show a scheduled delivery date and time prior to response opening.

C. **Companies who submit pricing information in the responses may be disqualified.**

5.2.1 Delivery Package

i. **Must** identify company name and address on the envelope.

ii. **Must** have solicitation number on the envelope.

iii. **Must** have a signature over the seal of the envelope.

iv. **Must** include all required copies of the Response.

- All additional hard copies **must** be identical to the original. In case of discrepancy, the original hard copy **must** govern.

- In addition to the original Response, one (1) electronic copy of your Response, preferably on a flash drive. CD will also be acceptable. The electronic copy **must** include all elements of the Response.

v. An e-mail will not be accepted and **will** cause the Response to be disqualified.

5.2.2 Delivery Address

All submission packets **must** be addressed as shown below:

24038RFQ: Communications and Marketing Services
DELIVER TO:
Procurement
Airport Commission Office
1 Airport Rd Little Rock, AR 72202-4489

6. Questions and Clarifications

- 6.1 All requests for clarification or additional information must be submitted in writing on the Airport's new Online Bidding and Supplier Portal (B2GNow) at <https://clintonairport.diversitycompliance.com/>. Written questions must be submitted by 5:00 PM, no less than seven (7) calendar days prior to the response opening date on page one of this solicitation.
- 6.2 For each question submitted, the Company should reference the specific solicitation number and section to which the question refers.
- 6.3 Companies' written questions will be consolidated and responded to by the Airport. The Airport's consolidated written Response is anticipated to be posted three (3) calendar days prior to the submission deadline by the close of business.
- 6.4 All questions and answers, clarification of, and addenda to this solicitation will be published on the Airport's [Online Bidding and Supplier Portal](#). It is the Company's responsibility to be registered to review the Airport's solicitation information, obtain all available information, and all updated requirements for this solicitation."
- 6.5 Companies **must** be registered for contract awards and future bid notifications. Companies may register by [clicking here](#), (same link as above).

7. Attachments

- 7.1 Attachment A – Diversity Handout
- 7.2 Attachment B - Monthly Diverse Business Participation Report

8. Offer Check-list

8.1 General

- Did I read and address all minimum qualifications for this solicitation?
- Did I read and agree to all Airport policies before submitting this application?

8.2 Responses

- Did I answer all questions in the "Response Elements" section and the order specified?
- Did I put my Company's name and address at the top of the Response?
- Did I put the **solicitation number** on the Response?
- Did I sign the Response?
- Did I include all required copies of the Response?
- Did I put the **solicitation number** on the envelope?
- Did I put my Company's name and address on the envelope?
- Did I sign the envelope over the seal?

Signature: _____

Date: _____

9. Contact Information

The following information **must** be included for the responding Company:

Name: _____ **Address:** _____

Age of Company: _____ **City, State, Zip** _____

Gender (Company's majority owner): _____ **Race (Company's majority owner):** _____

Gross Receipt Bracket: Less than \$1 million \$1 – 3 million \$3 – 6 million \$6 – 10 million

Certified DBE: Yes No

NAICS code(s) : _____
(applicable to each scope of work sought to perform in this bid):

If a contract is entered into with your Company from this solicitation, please provide the following for who will be responsible for the Contract:

Name: _____ **Phone:** _____

Email: _____ **B2GNow System Vendor #:** _____

Appendix A: Signature Page/Non-Collusion Affidavit

In Response to: 24038RFQ-Communications and Marketing Services

1. The individual executing this Signature Page, on behalf of the Company, in the above-named process represents and warrants that he/she is authorized by the Company’s Board of Directors or other concerned parties who have an interest in the business. Further, he/she certifies by their signature that the information contained in the response is true and accurate to the best of their knowledge, that the response meets or exceeds the requested specifications, that the Company will comply with all provisions and conditions specified, and that all requested information has been submitted.

_____ (name); _____ (title); deposes and warrants that _____ (company) has not, either directly or indirectly, entered into any contract or participated in any collusion or otherwise taken any action in restraint of free competition in connection with the response submitted to the request named above. Further, that the response has been independently produced, void of collusion with any other response, company, competitor, or potential competitor. No information contained in this response has been knowingly disclosed prior to the official opening of the response. Lastly, no attempt has been made to induce any person or company to submit or not submit a response to the above- named solicitation. This statement is made under penalty of perjury.

2. Insurance Requirements – Appendix B of this process details the insurance requirements for this agreement. The individual executing this signature page warrants that upon winning selection in this process that the Company must supply an ACORD© form with minimum limits as requested.

_____ (company name)
_____ (signature)
_____ (printed name)
_____ (title)

Subscribed and sworn to before me
this _____ day of _____, _____ (mo.,yr.)

Notary Public (seal)

My Commission expires _____ (date)
_____ (signature)

Appendix B: Insurance Requirements

The successful Company **must** carry and maintain for the duration of the agreement, or within one (1) year of services being rendered, the insurance specified in this Appendix and any supplements thereto. Insurance requirements may be altered or waived by the Commission as it deems necessary.

The Company and subcontractors **must** maintain, at all times during the term of the contract at its expense, the minimum levels and types of insurance, as found on the Airport’s website which may be obtained by [clicking here](#).

Appendix C: Certification for Boycott Restrictions

Pursuant to Arkansas law, a Company **must** submit the below certifications prior to entering into a contract with a public entity for an amount as designated by the applicable laws.

1. **Israel Boycott Restriction:** For contracts valued at \$1,000 or greater.
A public entity shall not enter into a contract with a company unless the contract includes a written certification that the person or company is not currently engaged in a boycott of Israel. If at any time after signing this certification the contractor decides to engage in a boycott of Israel, the contractor must notify the contracting public entity in writing.
See Arkansas Code Annotated § 25-1-503.

2. **Energy, Fossil Fuel, Firearms, and Ammunition Industries Boycott Restriction:**
For contracts valued at, or exceeding, \$75,000.
A public entity shall not enter into a contract with a company unless the contract includes a written certification that the person or company is not currently engaged in, and agrees for the duration of the contract not to engage in, a boycott of an Energy, Fossil Fuel, Firearms, or Ammunition Industry. If a company does boycott any of these industries, *See* Arkansas Code Annotated §25-1-1102.

By signing this form, your Company agrees and certifies that, it does not and will not, participate in the activities checked below for the duration of the contract:

- Does not and will not boycott Israel.

- Does not and will not boycott Energy, Fossil Fuel, Firearms, or Ammunition Industries.

Solicitation Number & Description	
Name of Public Entity	Clinton National Airport
Company Name	
B2GNow System Vendor Number	

Contractor Signature

Date

Appendix D: Client References

Response **must** include references for three (3) similar accounts represented by your company and the length of association. **Your company is responsible to ensure the contact information is accurate and correct.**

A. Company Name: _____

Service Location: _____

Date(s) of Services: _____

Contact Name (s): _____

Contact Phone: _____

Email: _____

B. Company Name: _____

Service Location: _____

Date(s) of Services: _____

Contact Name (s): _____

Contact Phone: _____

Email: _____

C. Company Name: _____

Service Location: _____

Date(s) of Services: _____

Contact Name (s): _____

Contact Phone: _____

Email: _____

D. Company Name: _____

Service Location: _____

Date(s) of Services: _____

Contact Name (s): _____

Contact Phone: _____

Email: _____

Additional sheets may be used if required.

Appendix E: Diversity Forms – Locally Funded Projects

Airport’s Business Diversity Program

- A. The Little Rock Municipal Airport Commission ("Commission") is dedicated to expanding opportunities for diverse companies. The Commission has set a 12% participation goal for Federally Funded Projects, an 18% participation goal for Locally Funded Projects, a 21% participation goal for Concession Contracts, and a 2% participation goal for Rental Cars.

- B. Click the following links to find certified Diverse Companies: [Arkansas Department of Transportation \(ARDOT\)](#), [Arkansas Economic Development Commission \(AEDC\)](#), [Small Business Administration \(SBA\)](#), [Clinton National Airport \(CNA\) Portal](#), or [Women’s Business Enterprise National Council \(WBENC\)](#). **Not all companies listed on the Arkansas Economic Development Commission (AEDC) are certified. Export the Full Database to view the certification number or contact AEDC to confirm certification status.**

- C. Certification **must** be valid during the solicitation process and at the time of contract execution, amendments, or extension.

- D. Click [here](#) to learn how participation is counted towards goals. (i.e., counting expenditures for materials or supplies from a manufacturer or regular dealer.

- E. **Only** companies that are certified by **ARDOT** will be eligible to count on federally funded project participation.

- F. Use the following links to visit our website for more information on the [Airport’s Business Diversity Program](#) and [Good Faith Efforts](#).

Project Goal Participation Statement

Type of Goal: Federal Local Concession Rental Car Other: _____%

Project Name: _____ **Project No.** _____

**The undersigned Company has satisfied the requirements of the bid/proposal specifications in the following manner:
(please check the appropriate section):**

Company Name (Prime): _____

_____ **Prime is certified. [Attach proof of certification](#)**

Certifying Agency: _____ Certification Type: _____ Certifying State: _____

- If the Prime is certified, no further action is required on this form. Please complete the bidders list for companies that provided a bid/quote and for all subcontractors performing on the contract, and include a Letter of Intent for each subcontractor

_____ **The Prime is committed to a minimum of _____% utilization on this contract.**

- If the percentage meets or exceeds the goal, no further action is required on this form. Please complete the bidders list for companies that provided a bid/quote and for all subcontractors performing on the contract, include a Letter of Intent for each subcontractor.

_____ **The Prime is unable to meet the goal of _____% but is committed to a minimum of _____% utilization on the contract and submits the attached documentation demonstrating Good Faith Efforts consistent with Appendix A of 49 CFR Part 26.**

- If the established goal isn’t met, complete the Good Faith Efforts (GFE) form below. The Prime **must** use the GFE form and attach as many pages as necessary to provide a full and complete narrative with supporting documentation of good faith efforts made. Submit the bidder’s list for companies that provided a bid/quote and for all subcontractors performing on the contract, and include a Letter of Intent for each subcontractor

Preparer’s Name: _____

Title: _____

Phone Number: _____

Email Address: _____

Letter of Intent

(Complete one form for each subcontractor, supplier, or manufacturer that will participate in the contract.)

Project Name: _____ **Project No.** _____

Prime: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Telephone: _____

Subcontractor: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____ Telephone: _____

Is this company certified? Yes No Certifying Agency: _____

(Certified companies must submit proof of certification)

For the following, please select one:

Classification: Subcontractor Manufacturer Supplier Regular Dealer Broker
 Supplies Materials

SUMMARY OF WORK TO BE PERFORMED BY SUBCONTRACTOR

NAICS Code:	Description of Work:

The Prime is committed to utilizing the above-named subcontractor for the work described above. The estimated dollar value of this work is \$ _____, which is _____% the total base bid proposal.

Affirmation:

The above-named company affirms that it will perform the portion of the contract for the estimated dollar value as stated above.

By: _____
 (Signature of subcontractor's representative) (Title)

If the bidder (prime) does not receive the contract award, any and all representations in this Letter of Intent and Affirmation shall be null and void.

- **Submit a Letter of Intent for each subcontractor performing on the contract.**
- **The DBELO must approve any changes after your submission.**

Project Name: _____

Project No. _____

Bidders List

The Clinton National Airport (LIT) maintains bidding statistics regarding **all** firms bidding/quoting on contracts for federal and locally assisted projects. This information will be used for statistical purposes. This requirement applies to **all** firms, regardless of whether they are primes or subcontractors, regardless of the gender or race of the owners, and regardless of whether they are chosen to participate in the contract. Please list the information below for every company that provided a bid or a quote on this project, even if you decided not to use the company in preparing your final bid/solicitation. **The first section must be the prime contractor on this project.** All the requested information **must** be reported.

Company Name Address, City, State, Zip	Company Phone Number/Email Address	Prime or Subcontractor	POC	Certified Diverse Company	Company's Majority Owner Gender	Company's Majority Owner Ethnicity	Age of Company
		<input type="checkbox"/> Prime <input type="checkbox"/> Subcontractor	<input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Newspaper <input type="checkbox"/> Other: _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Female <input type="checkbox"/> Male		
NAICS Codes	Description of Work	Gross Receipts					
		<input type="checkbox"/> Less than \$1 million <input type="checkbox"/> \$1 – 3 million <input type="checkbox"/> \$3 – 6 million <input type="checkbox"/> \$6 – 10 million					

Company Name Address, City, State, Zip	Company Phone Number/Email Address	Prime or Subcontractor	POC	Certified Diverse Company	Company's Majority Owner Gender	Company's Majority Owner Ethnicity	Age of Company
		<input type="checkbox"/> Prime <input type="checkbox"/> Subcontractor	<input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Newspaper <input type="checkbox"/> Other: _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Female <input type="checkbox"/> Male		
NAICS Codes	Description of Work	Gross Receipts					
		<input type="checkbox"/> Less than \$1 million <input type="checkbox"/> \$1 – 3 million <input type="checkbox"/> \$3 – 6 million <input type="checkbox"/> \$6 – 10 million					

Ethnicity Section: A. Black American B. Hispanic American C. Native American D. Subcont. Asian American E. Asian Pacific American F. Non-Minority G. Other

*Copy and paste the list as needed.

Company Name Address, City, State, Zip	Company Phone Number/Email Address	Prime or Subcontractor	POC	Certified Diverse Company	Company's Majority Owner Gender	Company's Majority Owner Ethnicity	Age of Company
		<input type="checkbox"/> Prime <input type="checkbox"/> Subcontractor	<input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Newspaper <input type="checkbox"/> Other: _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Female <input type="checkbox"/> Male		
NAICS Codes	Description of Work	Gross Receipts					
		<input type="checkbox"/> Less than \$1 million <input type="checkbox"/> \$1 – 3 million <input type="checkbox"/> \$3 – 6 million <input type="checkbox"/> \$6 – 10 million					

Company Name Address, City, State, Zip	Company Phone Number/Email Address	Prime or Subcontractor	POC	Certified Diverse Company	Company's Majority Owner Gender	Company's Majority Owner Ethnicity	Age of Company
		<input type="checkbox"/> Prime <input type="checkbox"/> Subcontractor	<input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Newspaper <input type="checkbox"/> Other: _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Female <input type="checkbox"/> Male		
NAICS Codes	Description of Work	Gross Receipts					
		<input type="checkbox"/> Less than \$1 million <input type="checkbox"/> \$1 – 3 million <input type="checkbox"/> \$3 – 6 million <input type="checkbox"/> \$6 – 10 million					

Company Name Address, City, State, Zip	Company Phone Number/Email Address	Prime or Subcontractor	POC	Certified Diverse Company	Company's Majority Owner Gender	Company's Majority Owner Ethnicity	Age of Company
		<input type="checkbox"/> Prime <input type="checkbox"/> Subcontractor	<input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> Newspaper <input type="checkbox"/> Other: _____ 	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Female <input type="checkbox"/> Male		
NAICS Codes	Description of Work	Gross Receipts					
		<input type="checkbox"/> Less than \$1 million <input type="checkbox"/> \$1 – 3 million <input type="checkbox"/> \$3 – 6 million <input type="checkbox"/> \$6 – 10 million					

Ethnicity Section: A. Black American B. Hispanic American C. Native American D. Subcont. Asian American E. Asian Pacific American F. Non-Minority G. Other

Good Faith Efforts Form

- A. This form documents the Good Faith Efforts (“GFE”) made by all responding companies to subcontract with Diverse Companies. The Company's demonstration of GFE **must** prove that the Company **actively and deliberately sought out Diverse Companies to participate in the responsibilities of this solicitation**. Airport Staff will review this form and supporting documentation to confirm GFE. All information provided **must** be accurate and complete. Determination of a Company's GFE will be made on a case-by-case basis. The lack of a certified diverse firm will not necessarily disqualify a response, but efforts **must** be documented and explained. The information provided will be evaluated to determine if the Company is responsive. If a response is deemed to be non-responsive, the Response **must** be disqualified.
- B. For federally funded projects, certified Disadvantaged Business Enterprises (DBEs) in the Arkansas Department of Transportation (ARDOT) directory **must** be contacted.
- C. If you have questions regarding GFEs, diversity opportunities, locating diverse companies, or help to complete your form during the solicitation process, contact Procurement at procurement@clintonairport.com before the Deadline for Questions. All efforts **must** be made prior to the solicitation due date

Company Responding to this Solicitation

Company Name: _____ GFE Preparer: _____
 Title: _____ Phone Number: _____
 Email: _____

SIGNATURE IS REQUIRED ON THIS FORM.

1. Documentation of Good Faith Efforts

Non-diverse companies **must** document and describe the good faith efforts taken to meet the goal by completing this form:

<p>A. Did your Company attend the Pre-Response meeting scheduled by the Airport? a. If No, please explain why not.</p>	<p>Yes ___ No ___</p>
<p>B. Did your Company contact Diverse Companies listed in Section 1. B. above? a. If No, please explain why not.</p>	<p>Yes ___ No ___</p>
<p>C. Did your Company solicit Diverse Companies for participation at least 14 calendar days prior to response opening? a. If No, please explain why not.</p>	<p>Yes ___ No ___</p>
<p>D. Did your Company solicit Diverse Companies for participation by written notification? a. If Yes, please attach supporting documentation. b. If No, please explain why not.</p>	<p>Yes ___ No ___</p>
<p>E. Is your Company preventing Diverse Companies from teaming up with your competitors or other companies? a. If Yes, please explain why.</p>	<p>Yes ___ No ___</p>
<p>F. Has your Company assisted any Diverse Companies that need assistance in obtaining bonding, insurance, or lines of credit? a. If Yes, please attach supporting documentation. b. If No, please explain why not.</p>	<p>Yes ___ No ___</p>
<p>G. Did your Company notify any agencies or organizations (i.e., SBA, PTAC, FAA Matchmaker, etc.) that assist in recruiting and placement of Diverse Companies? a. If Yes, please attach supporting documentation. b. If No, please explain why not.</p>	<p>Yes ___ No ___</p>

H. Please provide a list of companies that were contacted:

We encourage you to contact as many Diverse Companies as possible. If needed, copy and use additional sheets.
Attach all supporting documentation (letter of intent, quotes, emails, etc.).

The certifications **must** be valid during the solicitation process and at the time of contract execution, amendments, or extension.

Method of Solicitation: Email Phone Newspaper Other: _____

Company Name: _____ **Contact:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____ **Age of Company:** _____

Gender (Company's majority owner): _____ **Race (Company's majority owner):** _____

Gross Receipt Bracket: Less than \$1 million \$1 – 3 million \$3 – 6 million \$6 – 10 million

NAICS Code(s): _____ **Brief description of participation:** _____

Is this Company certified? **Yes** or **No** If **Yes**, in what state? _____ **Certification Expiration Date:** _____

Will this firm participate in the contract? If **Yes**, what percentage of the contracted amount? _____% **Attach certificate**
If yes, complete a Letter of Intent. The DBELO/ACDBELO must approve any changes after your submission.

If **No**, explain why the Company was not selected:

Method of Solicitation: Email Phone Newspaper Other: _____

Company Name: _____ **Contact:** _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____ **Age of Company:** _____

Gender (Company's majority owner): _____ **Race (Company's majority owner):** _____

Gross Receipt Bracket: Less than \$1 million \$1 – 3 million \$3 – 6 million \$6 – 10 million

NAICS Code(s): _____ **Brief description of participation:** _____

Is this Company certified? **Yes** or **No** If **Yes**, in what state? _____ **Certification Expiration Date:** _____

Will this firm participate in the contract? If **Yes**, what percentage of the contracted amount? _____% **Attach certificate**
If yes, complete a Letter of Intent. The DBELO/ACDBELO must approve any changes after your submission.

If **No**, explain why the Company was not selected:

Method of Solicitation: Email Phone Newspaper Other: _____

Company Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Age of Company: _____

Gender (Company's majority owner): _____ Race (Company's majority owner): _____

Gross Receipt Bracket: Less than \$1 million \$1 – 3 million \$3 – 6 million \$6 – 10 million

NAICS Code(s): _____ Brief description of participation: _____

Is this Company certified? **Yes** or **No** If **Yes**, in what state? _____ Certification Expiration Date: _____

Will this firm participate in the contract? If **Yes**, what percentage of the contracted amount? _____% **Attach certificate**

If yes, complete a Letter of Intent. The DBELO/ACDBELO must approve any changes after your submission.

If **No**, explain why the Company was not selected:

Method of Solicitation: Email Phone Newspaper Other: _____

Company Name: _____ Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Age of Company: _____

Gender (Company's majority owner): _____ Race (Company's majority owner): _____

Gross Receipt Bracket: Less than \$1 million \$1 – 3 million \$3 – 6 million \$6 – 10 million

NAICS Code(s): _____ Brief description of participation: _____

Is this Company certified? **Yes** or **No** If **Yes**, in what state? _____ Certification Expiration Date: _____

Will this firm participate in the contract? If **Yes**, what percentage of the contracted amount? _____% **Attach certificate**

If yes, complete a Letter of Intent. The DBELO/ACDBELO must approve any changes after your submission.

If **No**, explain why the Company was not selected:

I. If your Company was not able to meet the Diversity Goal, please explain why the requirement was not met.

2. Please Sign Below (Signature is Required)

_____ Signature of Responding Company's Representative				_____ Date
_____ Clinton National Airport DBELO/ACDBELO	<input type="checkbox"/>	<input type="checkbox"/>		_____ Date
_____ Executive Staff Member	<input type="checkbox"/>	<input type="checkbox"/>		_____ Date

Appendix E: Official Price Sheet

Omitted

Appendix G: Standard Terms and Conditions

Submission of a response or acceptance of a Purchase Order from the Airport constitutes acceptance of all terms and conditions described [here](#). If a conflict of interest exists between this solicitation and the Standard Terms and Conditions, the terms of this solicitation **must** control. The Airport's Standard Terms and Conditions **must** become a part of the contract and **must** supersede all prior or contemporaneous representations, agreements, or understandings between the parties, whether written or oral. To the extent the Standard Terms and Conditions conflict with an existing Master Agreement previously executed by the Airport, the terms of the Master Agreement control.

24038RFQ: COMMUNICATIONS AND MARKETING SERVICES

The Little Rock Municipal Airport Commission is committed to increasing opportunities for diverse companies by including participation goals in all contractual relationships.

A goal of **18%** has been established for this project.

The Commission defines a Diverse Company or business as any Disadvantaged Business Enterprise (DBE), Minority-Owned Business Enterprise (MBE), or Woman-Owned Business Enterprise (WBE) that is certified through the Arkansas Department of Transportation (ARDOT), Arkansas Economic Development Commission (AEDC), or an airport approved certification agency. This definition also includes the Small Business Administration (SBA)'s Historically Underutilized Business Zones (HUBZone), 8(a) Business Development Program (8(a)), Woman-Owned Small Business (WOSB), Veteran-Owned Small Business (VOSB), and Service-Disabled Veteran-Owned Small Business (SDVOSB) programs.

There are several ways to be considered responsive:

1. Be a certified DBE or diverse company.
2. Meet or exceed the established goal by utilizing companies listed in the Arkansas Department of Transportation (ARDOT), Arkansas Economic Development Commission (AEDC) (all companies listed in AEDC's directory are not certified; check with AEDC to check certification), Small Business Administration (SBA), or a certifying agency recognized by CNA.

[Click here to learn how participation is counted towards goals. \(i.e. counting expenditures for materials or supplies from a manufacturer or regular dealer.](#)

3. If you are unable to attain the established goal, provide Good Faith Efforts ("GFE"), documenting that you actively and deliberately sought diverse companies. The GFE form documents that efforts were made to subcontract with diverse companies. Airport Staff will review this form and supporting documentation to confirm GFE. All information provided must be accurate and complete. Determination of a company's GFE will be made on a case-by-case basis.

All efforts must be made prior to bid opening.

The information provided will be evaluated to determine if the Company is responsive. If a response is deemed to be non-responsive, the Response **must** be disqualified.

For more information, please scan the link.



DIVERSITY OPPORTUNITIES

Consider using NAICS Codes:

541613 – Marketing Consulting Services

Or **additional codes related to the services.**

Consider using the following searches:

AEDC

<https://www.arkansasedc.com/community-resources/Minority-and-Women-Owned-Business-Enterprise-Resources/directory>

ARDOT

<http://dbesearch.ardot.gov/>

SBA

https://web.sba.gov/pro-net/search/dsp_dsbs.cfm

Our Online

Bidding & Supplier Portal

<https://clintonairport.diversitycompliance.com/>

Clinton National Airport

1 Airport Road, Little Rock, AR
72202