October 30, 2026

TO: **All Potential Bidders**

SUBJECT: **Airport Marketing Plan**

Bid Ref. **#27-029**

Bid opening date & time: **November 10, 2026, 5:00 p.m.**

ADDENDUM NO. #3
The items contained in this addendum are added to and/or deleted from and become part of the specifications and proposal documents for the above-referenced Invitation to Bid. Bidders **must acknowledge receipt** of the Addendum on the Bid Form, located in the invitation to bid, when the bids are submitted.

Questions/Answers:

Question #1: For a proposer with no owned vehicles, will Hired and Non-Owned Auto liability at $1,000,000 per occurrence meet the requirement?
Answer: For now, submit what you have. If you are chosen to be the firm that we work with, we will request any additional information if needed.

Question #2: Item 13 also requires certification of statutory Workers' Compensation and Employers Liability of at least $1,000,000. If Georgia law does not require a proposer to carry Workers' Compensation, what should the proposer submit for this item?
Answer: For now, submit what you have. If you are chosen to be the firm that we work with, we will request any additional information if needed.

Question #3: Addendum 2, Question 3 recommends professional photos and videos. Question 40 states video and original photography are not included unless separately approved. Should proposers list a photo and video shoot as a separate optional price, outside the fixed fee by task?
Answer: Yes

Question #4: Should the fee proposal go in a separate sealed envelope, or inside each copy of the proposal? **Answer: Yes**

Question #5: Is there a page limit or binding format for the original and six copies?
Answer: The proposal should follow the evaluation criteria.

Question #6: In light of Question #21 in Addendum No. 2 referencing a mailed package with a USB drive, could you please confirm the exact number of printed copies required at 222 Pine Avenue, Suite 260 by November 10 at 5:00 PM ET, and whether electronic portal upload is also accepted?
Answer: The number of copies is specified within the bid.

Question #7: The Strategic Business Plan calls for City Commission approval of the Marketing Plan by January 1, 2027, and approval of funding by June 1, 2027. Based on the award timeline in Addendum 2 (Q26) and the six-month completion period (Q43), the plan would be completed later than those dates. Will the City revise those milestones? Should proposers schedule early deliverable, such as the first-year budget recommendation, to line up with the City's next budget cycle? **Answer: Yes. The milestones in the Strategic Business Plan were set before the procurement schedule was final, and the City will update them to match the actual award and completion dates. Proposers should base their schedules on the timeline in this RFP (Question 26 and Question 43), not on the dates in the Strategic Business Plan.**

Question #8: Which firm serves as the airport's air service development consultant? Does that firm have leakage or true-market data more recent than the 2018 Sixel study, and when will the selected consultant receive it? **Answer: SEH is the current consultant; The 2018 study remains current and accurate, and proposers may rely on it as a reference in preparing their proposals.**

Question #9: Will the selected consultant have access to current passenger origin data, Delta booking data, and current website and social media analytics at kickoff? **Answer: Yes, they will have access.**

Question #10: If a proposer recommends passenger surveys, may surveys be conducted inside the terminal? Who reviews and approves survey questions? **Answer: Yes, Airport Administration approves the questions.**

Question #11: In response to Q30, the City confirmed it will share the Strategic Business Plan. Which of the plan's goals or targets should the Marketing Plan be measured against, such as enplanements, load factor, partner roundtable participation, and the 10 percent partner funding goal? **Answer: Proposers may refer to the stakeholder workshop goals in Appendix C (for example, raising load factor from 58 percent to 80 percent) as context. Final targets will be agreed upon with the selected consultant during plan development.**

Question #12: The Strategic Business Plan recommends a dedicated staff resource for marketing. Has the City designated or hired that person, and about how many hours per week will staff have to carry out the plan? **Answer: No, we have not hired or designated a person.**

Question #13: Who currently manages ABY's website and social media accounts, and who approves airport messaging: airport staff or the City's communications office? **Answer: Airport staff manages and approves messaging.**

Question #14: For "publication-ready and editable materials," what design software will staff use, such as Adobe Creative Cloud or Canva? Does the City expect to own native files? **Answer: Airport staff uses Canva; yes, the City expects to own the native files.**

Question #15: Does ABY have brand guidelines and logo files? Is a new logo or brand identity within scope, or should proposers focus on positioning and messaging? **Answer: ABY has logo files; proposers should focus on positioning and messaging.**

Question #16: Does Delta offer cooperative marketing funds for ABY, and do Delta's brand approval requirements apply to airport creative? **Answer: Delta does not currently provide a dedicated cooperative marketing fund for ABY. Yes, any airport marketing material that uses Delta’s name, logo, or other brand elements must follow Delta’s brand guidelines and is subject to Delta’s review and approval before it is published.**

Question #17: Should the plan treat the terminal advertising program as an airport-owned channel? Does ABY use an advertising concessionaire? **Answer: Yes, in part. ABY has a contract with a local company that manages the terminal advertising program and sells advertising space.**

Question #18: During the pre-proposal conference, the city said a full production shoot could be built into the plan, and Q3 and Q17 encourage firms to capture professional photos and video. Q40 states that video and original photography are not included unless separately approved. Should proposers price a photo and video shoot as a separate optional line item outside the fixed fee by task? **Answer: Yes**

Question #19: Is there a required fee proposal form, and should the fee proposal be sealed separately? Should travel costs be included in the fixed fee by task, and will payment be made by task milestone? **Answer: The fee proposal should be sealed separately on your company letterhead. There is no form for that. Travel costs should be included in the fixed fee for each task. No separate reimbursement for travel, lodging, meals, or mileage will be made.**

Question #20: Are there page limits or formatting requirements? How many client references and team résumés should proposers include? **Answer: There should be a minimum of 3 references. The proposal should follow the evaluation criteria.**

Question #21: How many rounds of revision should proposers plan for on each deliverable, and who will approve deliverables? **Answer: We will evaluate the proposals, and if there are happens to be a top two firms, we will then evaluate and do interviews.**

Question #22: Does the City plan to shortlist firms for presentations? If so, when? **Answer: It depends upon how many proposals we get.**

Question #23: During the pre-proposal conference, the city said the selected firm will present the final plan to both the City Commission and the Aviation Commission. Q53 lists only the City Commission. Should proposers include an in-person presentation to the Aviation Commission in their fee? **Answer: Yes. The selected consultant will present the final Marketing Plan in person to both the Aviation Commission and the City Commission.**

Question #24: Will the City accept the proposal without a seal? **Answer: Yes**

Question #25: What fee format do you prefer or require? No fee form is included. Is it a fixed fee for the plan and first-year materials? Hourly rates? Etc.? **Answer: Proposers should submit a fixed fee broken down by the task, as listed in the Scope of Work, covering both the Marketing Plan and the first-year materials.**

Question #26: Is there a required proposal structure (vertical pages vs. horizontal slides) or page limits? **Answer: The proposal should follow the evaluation criteria. There is no preference on whether the pages are horizontal vs. vertical.**

Question #27: Can you share minutes, a recording or the attendee list from the pre-proposal conference? **Answer: The recording will be within the Dropbox link that is listed on addendum 2.**

Question #28: The strategic business plan mentions the possibility of an ABY flight school. What is the timeline and potential launch date for the flight school? The initial reference to the flight school

is in section 2.6, "Operational Implications and Strategic Priorities," of the business plan. **Answer: There is no launch date. The airport is working on finding and partnering with a flight school.**

Question #29: Section 3 of the Scope of Work states that the consultant "shall deliver a professional air service development consulting services." Addendum 1 (Q2) confirms that air service development is not part of this scope. Please confirm that the Section 3 language is a drafting error and that the scope consists of tasks A through F as listed. If Air Service Development is indeed part of the goal, would you like an additional proposal and quote attached to our submission for those additional services? **Answer: Air Service Development is not needed.**

End of Addendum 3

Destiny Solomon
Destiny Solomon, Buyer I

Cc: David Hamilton, Director of Transportation: Transit/Airport
Roberto Pagan, Superintendent of Operations
Ryan Smith, Administrative Managers
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