

Attachment B

Page 1 of 16

January 24, 2018 RFP PM 1121 370 0008

Advertising Concession Lease – John Wayne Airport

Company Name: Intersection Date: 1/24/18 Rater No. ____

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
 Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program 	15	10
References		

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
 Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
 Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	8

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
 Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising 	20	10
 Proposed installation/transition plan 		

SALES & MANAGEMENT PLANS	POINTS	SCORE
Five year sales & marketing strategies	10	.1
 Ongoing management/maintenance plan 		4
 Onsite management team identified with resumes 		
 Support management team identified with resumes 	2	
		11-

Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airp		Attachm
PRAL INTERVIEW – Each Question Worth 5 Pts	8 Rater No POINTS AVAILABLE	SCORE
Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long?	25	3
 Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? 		3
 Question 3: Please elaborate on your initial capital investment and your midterm investment? 		2
• Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated?		2
 Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 		2
		12.

TOTAL POINTS	POINTS AVAILABLE	SCORE
Experience & Qualifications	100	
Financial Viability		
Proposed Investment		57
 Advertising Display Program 		
 Sales & Management Plans 		
Oral Interview		1





January 24, 2018 RFP PM 1121 370 0008

Company Name: Intersection Date: 1/24/18 Rater No. 2

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
 Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program 	15	10
References		

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
 Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
 Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	8

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
 Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising Proposed installation/transition plan 	20	13

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
 Five year sales & marketing strategies 	10	
 Ongoing management/maintenance plan 		4
 Onsite management team identified with resumes 		
 Support management team identified with resumes 		

Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airp		
Company Name: Date: Date: ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
 Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? 3 Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? 3 Question 3: Please elaborate on your initial capital investment and your midterm investment? 2 Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 2 Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. The second se	25	12

TOTAL POINTS	POINTS AVAILABLE	SCORE
 Experience & Qualifications Financial Viability 	100	
 Proposed Investment 		
 Advertising Display Program 		
 Sales & Management Plans 		
Oral Interview		





January 24, 2018 RFP PM 1121 370 0008

Company Name:	INTERSECTION	Date: 1-24-19	Rater No.	3

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
 Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program 	15	10
References		

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
 Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS	SCORE
	AVAILABLE	
 Proposed initial capital investment amount 	15	6
 Stated midterm refurbishment investment amount 		õ

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
Types of displays and quantity of displays	20	
Locations of displays		1
Digital Interactive Concession Wayfinding		15
 Television hold-room media and/or advertising 		
 Proposed installation/transition plan 		

ALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
Five year sales & marketing strategies	10	
 Ongoing management/maintenance plan 		16
 Onsite management team identified with resumes 		17
 Support management team identified with resumes 		

Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Air	port	Attachr V v
mpany Name: <u>FNTERSECTION</u> Date: 1-24	-/8 Rater No	. 3
RAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long?	25 3	
• Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations?	3	12
• Question 3: Please elaborate on your initial capital investment and your midterm investment?	2	
• Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated?	2	
• Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans.		

TOTAL POINTS	POINTS AVAILABLE	SCORE
 Experience & Qualifications Financial Viability Proposed Investment Advertising Display Program Sales & Management Plans Oral Interview 	100	60



Attachment B

January 24, 2018 RFP PM 1121 370 0008

Company Name:	Intersection	Date: 1/24/18	Rater No. <u></u>	
----------------------	--------------	---------------	-------------------	--

EXPE	RIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
•	Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program	15	10
•	References		

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
 Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS	SCORE
	AVAILABLE	
Proposed initial capital investment amount	15	
 Stated midterm refurbishment investment amount 		0

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
 Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising 	20	13
 Proposed installation/transition plan 		

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
Five year sales & marketing strategies	10	U
 Ongoing management/maintenance plan 		
 Onsite management team identified with resumes 		
 Support management team identified with resumes 		

Attachr Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airport		
mpany Name: <u>Intersection</u> Date: <u>1/24/1</u>	🔏 🧧 Rater No	4
RAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long?	25	12
• Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations?		
• Question 3: Please elaborate on your initial capital investment and your midterm investment?		2
 Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 		
 Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 		

TOTAL POINTS	POINTS AVAILABLE	SCORE
 Experience & Qualifications Financial Viability 	100	60
Proposed Investment		
 Advertising Display Program Sales & Management Plans 		
Oral Interview		

	<u>Proposal Evaluation Form</u> January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne A	Airport	Attachm
Company Name: _	Lanar Date: 1/24/18	Rater No.	
EXPERIENCE & QUA	LIFICATIONS	POINTS AVAILABLE	SCORE
environment	Proposer in an Airport or other high traffic (at least 10 years) proposed staff that will manage advertising program	15	14
References			3.0
FINANCIAL VIABILI	ΓΥ	POINTS AVAILABLE	SCORE
sheet, income statements pr Financial stan Any pending l	l years audited financial statements including balance e statements, cash flow statements & notes to financial repared by a CPA ding/ongoing itigation and/or bankruptcy filings forma income statement	15	13
PROPOSED INVEST	MENT	POINTS AVAILABLE	SCORE
•	ial capital investment amount m refurbishment investment amount	15	14
PROPOSED ADVER	TISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE

	AVAILABLE		
 Types of displays and quantity of displays 	20	18	
 Locations of displays 		10	
 Digital Interactive Concession Wayfinding 			
 Television hold-room media and/or advertising 			
 Proposed installation/transition plan 			

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
Five year sales & marketing strategies	10	7
 Ongoing management/maintenance plan 		1
 Onsite management team identified with resumes 		
 Support management team identified with resumes 		

Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airport ompany Name: Lama Date: 1/24/18 Rater No.		Attachr
ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long?	25	5
 Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? Question 3: Please elaborate on your initial capital investment and your midterm investment? 		4
• Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated?		5
 Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 		5
		23
MMARY & SCORE DTAL POINTS	POINTS	SCORE
Experience & Qualifications	AVAILABLE 100	
 Financial Viability Proposed Investment 	100	89

- Advertising Display Program
- Sales & Management Plans
- Oral Interview

Proposal Evaluation Form January 24, 2018		
RFP PM 1121 370 0008		
Advertising Concession Lease – John Wayne	Airport	
Company Name: CAMAR Date: 1/201/	Is Rater No.	2
EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
 Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program References 	15	14
FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
 Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings 	15	13

• Five-year pro forma income statement

PROPOSED INVESTMENT	POINTS	SCORE
	AVAILABLE	
 Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	14

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
 Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising Proposed installation/transition plan 	20	18

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
 Five year sales & marketing strategies 	10	
 Ongoing management/maintenance plan 		7-
 Onsite management team identified with resumes 		
 Support management team identified with resumes 		

Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airp	ort	Attachment
Company Name: LAMAR Date: 1/24	Rater No	
ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
 Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? 5 Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? 	25	
 Question 3: Please elaborate on your initial capital investment and your midterm investment? Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 	5	24
• Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 5		

TOTAL POINTS	POINTS AVAILABLE	SCORE
 Experience & Qualifications Financial Viability 	100	00
 Proposed Investment 		90
 Advertising Display Program 		
 Sales & Management Plans 		
Oral Interview		



Attachme	ent B

January 24, 2018 RFP PM 1121 370 0008

Company Name:LAM	AR Date	e: <u>1 - 24 - 18</u> 1	Rater No. <u>3</u>
------------------	---------	-------------------------	--------------------

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
 Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising place 	rogram	14
References		

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
 Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
 Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	14

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
Types of displays and quantity of displays	20	
Locations of displays		110
Digital Interactive Concession Wayfinding		18
 Television hold-room media and/or advertising 	•	
Proposed installation/transition plan		

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
Five year sales & marketing strategies	10	
 Ongoing management/maintenance plan 		7
 Onsite management team identified with resumes 		
 Support management team identified with resumes 		

STY " OR
3
GUIDANT
FLIFORMIT

Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airport



Company Name: LAMAR

Date: 1-24 -18 Rater No. 3

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long?	25	
 Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? 	1 7	24
• Question 3: Please elaborate on your initial capital investment and your midterm investment?		
 Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 		
• Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans.		

TOTAL POINTS	POINTS AVAILABLE	SCORE
Experience & QualificationsFinancial Viability	100	
 Proposed Investment 		90
 Advertising Display Program 		2
 Sales & Management Plans 		
Oral Interview		





January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airport

Company Name: Launar Date: 1/24/18 Rater No. 4

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
 Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program References 	15	14

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
 Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
 Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	14

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
 Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising 	20	18
 Proposed installation/transition plan 		

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
Five year sales & marketing strategies	10	
 Ongoing management/maintenance plan 		1
 Onsite management team identified with resumes 		
 Support management team identified with resumes 		

Proposal Evaluation Form January 24, 2018 RFP PM 1121 370 0008 Advertising Concession Lease – John Wayne Airport		
mpany Name: <u>laman</u> Date: <u>1/29/1</u>	<u>8</u> Rater No	
RAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long?	25	24
• Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations?		
• Question 3: Please elaborate on your initial capital investment and your midterm investment?		
 Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 		
• Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. Sales		

TOTAL POINTS	POINTS AVAILABLE	SCORE
Experience & Qualifications	100	00
Financial Viability		90
 Proposed Investment 		
 Advertising Display Program 		
 Sales & Management Plans 		
Oral Interview		