



Creative Marketing and Website Services

RFP #2022-05

Pre-bid Meeting December 14th at 10:00 a.m. EST

ADDENDUM #1

A non-mandatory meeting was held on zoom where the RFP was reviewed, and the following questions were answered.

In attendance:

Jason Burch, Deputy Executive Director

Stewart Key, Marketing Manager

Stirling Williams, Director of IT and Landside Operations

Question 1: Can you give an idea of the pricing format and general hours used each month?

- The monthly hours used varies greatly based on current campaigns and what is happening at the airport. Our previous partnership gave us a base number of hours and any not used would roll over to the next month.

Question 2: Do we currently have any media buying needs?

- There is no current plan. When a campaign is running, we typically use TV, radio, and social media. We could use help in this when we begin to develop our marketing plan.

Question 3: What do you like and dislike about your website/

- We like that our website is an information hub, you can find all your flight needs, the images and destinations are important to us, but there are a lot of important pages that work on some platforms and not others. For example, trying to download the RFP many people were not being able to. Design and control are also very important, being able to see the page analytics and what is used often what is just taking up space.

Question 4: For community events, specifically airport event marketing (such as “run the runway” and honor flights), is this something we are familiar with and hold often?

- We do not have experience in these because we don't have the opportunity to shut down the runway for any period of time. However, if the creative marketing firm has experience in this we would be interested in learning what took place

and how the event went overall.

Question 5: We noticed the website had a lot of images, as well as wallpapers, do you have local photographers we will need to integrate with?

- A lot of the photos on our website are taken by the employees at the airport and we have used local photographers for different campaigns but not we do not have a partnership they would have to work within.