

ADDENDUM #1
Fort Wayne-Allen County Airport Authority
Airport Advertising and Creative Content Marketing Agency
Request for Proposals

The following addendum Items modify, change, delete from or add to, the requirements of the proposal documents for this project. The articles contained in the addendum take precedence over the requirements of the previously published documents.

The following responses are provided to questions received by interested firms.

Question 1: What are your top 5 Business Goals for the Authority?

Answer 1: Please refer to Section II c. Advertising Approach within the RFP

Question 2: Can you provide a description of the defined airport brand mentioned in the General Information Section?

Answer 2: Vision: *We will create opportunities and be the 1st choice for global connectivity.*
Mission: *Our mission is to provide the highest level of service to all customers while managing risk, facilitating development, providing efficient facilities, and practicing financial stewardship that contributes to the overall economic vitality of the region.*

Question 3: Please distinguish between ‘airline’ and ‘non-airline’ advertising strategies.

Answer 3: ‘Airline’ refers to aeronautical related and ‘Non-Airline’ refers to other advertising

Question 4: Do you have any statewide, regional or local Strategic Alliances/Partners i.e. Tourism, Convention Bureau, Chamber of Commerce, Others?

Answer 4: Greater Fort Wayne, Inc. and the Northeast Indiana Regional Partnership

Question 5: What is the anticipated annual budget for 2019-2022. (We understand \$150,000/yr. is proposed budget for 2018.).

Answer 5: The budget for 2019-2022 has not yet been established.

Question 6: Will priority be given to Indiana-based firms? Will credit be given for WBEC certified business?

Answer 6: General weights for evaluation are detailed in Section III on Page 5 of the RFP.

Question 7: What are the top 5 geographical market the Authority currently serves? Hope to serve in the future?

Answer 7: FWA serves the Northeastern Indiana, Northwestern Ohio and South-Central Michigan region. We retain 65% of our catchment area, which means that 35% of traveling passengers choose other regional airports to fly from. Our catchment area is identified as being Wabash County, Kosciusko County, Allen County, Noble County, DeKalb County, Whitley County, Wells County, and Adams County. The Fort Wayne-Allen County Airport Authority would like to increase the number of passengers who choose FWA as their origination.