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REQUEST FOR PROPOSALS
ADVERTISING CONCESSION PROGRAM FOR
AUSTIN-BERGSTROM INTERNATIONAL AIRPORT
BARBARA JORDAN PASSENGER TERMINAL

1. Purpose

The City of Austin, Department of Aviation (the City) is seeking experienced, creative, highly motivated, and responsible proposers to establish an advertising revenue program that distinguishes Austin-Bergstrom International Airport from other airports.

The selected proposer will have the non-exclusive rights, privileges, and duties of a concessionaire of commercial advertising to develop, operate, and manage the airport's advertising concession as further defined in this Request for Proposals (RFP). The selected proposer shall have the non-exclusive rights and responsibility for the design, fabrication, installations, maintenance, and sale of commercial advertising displays and opportunities in City approved locations in the Barbara Jordan Terminal ("Terminal") and locations outside of the Terminal as described in this RFP.

The City is a municipality of the State of Texas and this solicitation is subject to state law, rules, and regulations, City ordinances, policy and procedures. The City is dedicated to consistently providing superior quality service in all of its operations and to all of its patrons.

Capitalized terms not defined herein shall have the meaning given them in the Master Glossary attached hereto as SCHEDULE .

2. Background

2.1. The Airport

Austin-Bergstrom International Airport (Airport), the airport of choice for Central Texas, is owned and operated by the City, through its Department of Aviation. The Airport is located approximately 8 miles southeast of Austin's central business district. The Airport opened on May 23, 1999 and occupies 4,242 acres of land. The strategic focus of the Airport and daily practices are governed by customer and community value, operational excellence, economic sustainability, and environmental stewardship.

The Federal Aviation Administration has classified the Airport as a medium hub. The Airport primarily serves passengers whose travel originates and terminates in Austin.

The Airport currently ranks as the 33rd busiest airport in the United States (U.S.) and is the 2nd fastest growing medium-hub airport, by passenger percentage increase, in the nation (source: ACI-NA 2015). The Airport currently serves 48 non-stop passenger destinations with 14 air carriers.

The Airport generates revenue from such sources as parking, rental cars, and food and beverage concessions keeping costs reasonable for airlines to do business and maintaining the Airport as an attractive market. The Airport supports the City of Austin's commitment to live music performances, local food venues, and keeping it weird vibe.

The first transatlantic non-stop route to London Heathrow was launched by British Airways on March 3, 2014. The London Heathrow route had an initial economic impact over 70 million the first year, and is expected to grow to \$74 million annually within three years. All major origin and destination markets are available via connections through the many hubs served by Austin carriers.

The Airport experienced an 11 % increase in total passenger growth with five instances of record breaking numbers over the past 2 years. 10.7 million Passengers used the Airport in 2014 and a milestone was reached in July with 1,006,417 passengers.

Year-to-date 2015, January – May, the Airport has served 4,505,004 passengers which represents an 8.5% increase over the same period in 2014. The Airport has experienced consistent passenger growth for 5 consecutive years and continues to outperform U.S. domestic passenger growth trends.

The Airport is developing to meet the future needs of Austin. Recent improvements include: a \$60 million Terminal East Infill Project, which added 6 new U.S. Transportation Security Administration (TSA) security checkpoint lanes, new federal inspection facilities, new airline baggage carousel devices, new TSA and U.S. Customs back office space, and reconfiguring of other spaces, cell phone parking lot, new public parking lot, and the consolidated rental car facility.

Future improvements include a \$200+ million terminal concourse and apron expansion project with the design phase currently underway for completion by mid-2017 which will add 70,000+ square feet of new terminal concourse space, 7 to 9 new loading bridges and passenger hold rooms, 12,000 square feet of concession space, international gate capability, aircraft parking positions, and a new ticket lobby layout/design. In 2015, the design and expansion for a new additional public parking garage will begin, with proposed completion in mid-2018 for a 4,000 space garage close to the existing garage.

The Airport is self-sustaining, generating its own revenue to subsidize its operating costs and future improvements. The Airport generates a \$2.4 billion economic impact to Central Texas annually and supports 40,662 local jobs.

Historical passenger activity, including enplanements and deplanements for the past eight (8) years is shown on the table below:

CALENDAR	ENPLANEMENTS	DEPLANEMENTS
2007	4,335,772	4,332,910
2008	4,429,957	4,419,445
2009	4,110,572	4,107,354
2010	4,325,543	4,318,280
2011	4,549,209	4,531,666
2012	4,719,628	4,710,686
2013	5,010,665	5,007,293
2014	5,377,038	5,341,816

Historical information is provided in this RFP for informational purposes only.

The enplaned passenger traffic at the Airport is forecast to increase from 5.27 million in FY2014 to 6.45 million in FY 2021, or an average of 2.9% per year. In its most recent Terminal Area Forecast (published February 2014), the Federal Aviation Administration (FAA) forecasts an average increase of 3.0% per year in enplaned passengers at the Airport over the same period.

These projections are provided for informational purposes only and are subject to change. No assurance can be given to the levels of the aviation activity that will be achieved at the Airport in the future. Future traffic at the Airport is sensitive to a variety of factors including, but not limited to: (1) the growth in population and economy of the area served by the Airport, (2) national and international economic conditions, (3) air carrier economics and air fares, (4) the availability and price of aviation fuel, (5) air carrier service and route networks, (6) the capacity of the air traffic control system, and (7) the capacity of the Airport/airways system. Slow or negative traffic growth in many areas; increased competition among air carriers; consolidation and mergers among air carriers; increased fuel, labor, equipment and other costs; and increases in the requirements for and the cost of capital debt have combined recently to reduce profits materially or to cause losses for the air carriers. Accordingly, the City does not guarantee the accuracy of these projections or that the market share will continue.

2.2. The City of Austin

The City of Austin, Texas, population 820,611 is the 11th largest city in the country. (Source: U.S. Census Bureau) Austin is an incredible place to live, work, play and invest. Since 2011, Austin has received more than 50 local and national rankings “Best” lists for business, entertainment, cost of living and quality of life. Austin was selected as the “Best City for the Next Decade” (Kiplinger), the “Top Creative Center” in the US (Entrepreneur.com), and is in the Top Seven List of Intelligent Communities for 2012 as ranked by the Intelligent Community Forum. Austin continues to lead the country with its vision of being the “Most Livable City in the Country”, emerging as a player on the international scene with such events as SXSW, Formula 1 and being home to companies such as Apple, Samsung, Dell, The Seton Healthcare Family and St. David's HealthCare systems. From the home of state government and the City of Texas, to the “Live Music Capital of the World” and its growth as a film center, Austin has gained worldwide attention as a hub for education, business, health, and sustainability. Since 1900, Austin's population has doubled every 20 years, with continued projected record-breaking growth into the next decade and beyond.

Austin is projected to outperform Texas and United States in all important economic growth indicators. (Source: Woods and Poole, 2014)

3. Goals and Objectives

It is the City's intention to provide Airport users with a passenger friendly environment that helps to reduce the stress of travel while providing the passenger with a reason to notice and retain advertising messages.

To date, most Airport advertising has been predominately digital and large static displays and hotel/motel board advertising. While these types of venues have proven to be successful in some respects, the City believes that there are other ways to excite interest and enhance revenues through other types of displays and techniques.

Historical advertising gross sales revenues are in the table below.

CALENDAR YEAR	GROSS SALES REVENUE
2011	\$1,179,042
2012	\$1,744,468
2013	\$1,533,404
2014	\$2,813,343
2015 (Jan-April)	\$881,217

The City is seeking creative proposals that present a program that retains traditional airport advertisers, attracts new advertisers at higher rates, and improves the environment for our Airport users while keeping Austin’s local style. The use of multi-view displays, variable messaging boards and other non- traditional uses of space are encouraged.

The City wants to promote the economy of Austin by highlighting a strong business environment, regional products, and tourism opportunities. At the same time, it seeks to portray the Airport as the area’s gateway for commerce. Proposers are encouraged to use concepts and materials that reinforce these themes. The City seeks to develop a state-of-the-art, energy efficient advertising display program to achieve the following general objectives:

- Enhance the aesthetics of the Airport and create a sense of place unique to the Airport and reflective of the region;
- Promote an improved visual experience and complement visual directional signage and art displays through a minimalist approach;
- Enhance Airport user satisfaction;
- Increase revenue performance for its advertisers and the City; and
- Implement a program that is respectful of tenants leasing space in the Airport terminal

It is the intent of the City to select the proposer with the best demonstrated ability to satisfy these objectives.

The selected proposer will be expected to create an airport advertising concession that will meet or exceed the following goals and objectives of the Airport throughout the term of the agreement to be awarded.

Notwithstanding anything in this RFP to the contrary, the City at all times reserves the right to reject any or all proposals, and to negotiate all aspects of a proposal.

The advertising marketing plan submitted in response to this RFP must incorporate a mix of local, regional, and national advertisers and meet the goals and objectives listed below:

3.1. Revenue Enhancement

3.1.1. Goal:

- Optimize advertising effectiveness and revenue generation.

3.1.2. Objectives:

- Create strong total financial return for the City, which includes the avoidance of capital expenditures by the City;
- Structure the opportunity to allow a strong total financial return for the operator; and
- Create potential opportunities for small and local businesses to benefit from contracting and subcontracting.

3.2. Economic Development

3.2.1. Goals:

- Promotion of the City;
- The participation of many local companies; and
- A mix of local, state, and national advertisers.

3.2.2. Objectives:

- Convey a positive sense of the region to the traveling public, as well as to the residents of the region;
- Convey a sense of place unique to the Austin area that is reflective of the region, and that promotes and supports the local and regional economy;
- Promote and support local and regional industries, and enhance Austin's "partnership" role with its business customers via product displays to independent business travelers as well as to those associated with conventions, conferences, and trade missions; and
- Promote the transformation of the Airport into a hi-tech airport, reflecting the surrounding Austin business community environment.

3.3. Customer Satisfaction

3.3.1. Goals:

- An attractive environment for the traveling public, with minimal visual clutter and minimal distractions from way finding signage; and
- Excellent customer service

3.3.2. Objectives:

- Ensure that advertising product design is architecturally consistent with the Terminal, its public space and its primary use;
- Not interfere with signage and way finding clarity;
- Increase awareness of the amenities of the Airport; and
- Create a high quality, passenger friendly environment.

4. Scope of Work

4.1.1. Introduction

The selected proposer will have the non-exclusive right to operate an in-terminal and outdoor advertising program as approved by the City.

The Successful Proposer will be required to design, install, maintain, and sell advertising for commercial advertising displays and opportunities within the terminal and outdoor advertising location as approved by the City. The City is not obligated to provide the selected proposer with additional locations.

The information herein describes the responsibilities and submittal requirements for the City's consideration of your proposal.

The City reserves the right in its sole discretion to directly negotiate with the selected proposer for locations that may become available as a result of future terminal development or for other reasons during the term of the agreement.

4.1.2. Scope of Work

The selected proposer shall provide and maintain the advertising copy itself, as well as a sales organization capable of actively soliciting and selling advertising, on a local, national, and international level. The selected proposer will be expected to make a significant capital investment by installing all advertising display hardware and supporting electrical connections in accordance with the City of Austin Department of Aviation's Policies and Procedures for the Austin-Bergstrom International Airport Design Review Committee and approved by the Airport's Design Review Committee through the City's design review process. The selected proposer shall adhere to the ABIA Design and Development Guidelines at <http://www.austintexas.gov/department/airport-rules-and-minimum-standards>. The selected proposer will be responsible for the cost of extending all necessary electrical and cable wires from the nearest available junction boxes. If capacity is not available, selected proposer shall be responsible for panel/switches if appropriate and agreed to by the City.

All advertising locations, equipment, and content for any proposed concept shall be subject at all times to the approval of the City in its sole discretion prior to implementation. The City reserves the right to change, add, remove, or relocate any advertising as it deems appropriate at any and all times.

Upon execution of the agreement with the City, the selected proposer will be permitted to design, install, operate, maintain, and manage advertising displays at the Airport as specified in the agreement. Additional detailed scope of services includes:

4.1.3. Provision of Display Equipment

The following is a non-exclusive list of the media types that may be utilized subject to review and approval by the City. Because exact measurements for these standard display types may vary among the potential proposers, dimensions may be determined by location. Proposer may propose other media types; however, the City may reject all or any portion of any such alternative suggestions. All displays must be new state-of-the-art, energy efficient, and customized to fit into the allocated spaces.

4.1.4. In-Terminal Advertising Types

Diorama

- A standard, backlit wall mounted display
- Dimensions customized to fit a particular area.

Spectacular

- Backlit wall or floor mounted display
- Dimensions customized to fit a particular area.

Mini-Spectacular

- A backlit wall or floor mounted display
- Dimensions customized to fit a particular area.

Overhead Diorama

- A backlit wall mounted display.
- Dimensions customized to fit a particular area.

Overhead Spectacular

- A backlit wall mounted display.
- Dimensions customized to fit a particular area.

Scroller

- A wall mounted diorama that mechanically or electronically rotates multiple distinct advertising messages.

Hi-Tech

- Several media fall under this category including: liquid crystal displays (“LCDs”), recessed signs with light emitting diode (“LED”) displays, fiber optic displays, wide screen video systems, digital image banners, touch screens, interactive multimedia software, Interactive Projection Systems or optical imaging display cases. Dimensions shall be customized to fit a particular area such as flight information or baggage information displays.

Wall Mural

- A display that is applied to the wall surface (vinyl, etc.);
- Dimensions shall be customized to fit a particular area; and
- This could be a themed area or a panoramic scenic display.

Courtesy Phone Centers (Hotel/Motel & Ground Transportation)

- Traditionally intended to house telephones as well as advertisements for hotel/motel and ground transportation services. Recent touch screen advancements have been made for this fixture type; and
- These can be free standing or placed against a wall and can be customized to fit a particular area.

Fixed 3-Dimensional Display

- A fixed, floor mounted, unmanned display; and
- Dimensions shall be customized to fit a particular area.

Video Advertising

- Dimensions shall be customized to fit a particular area

4.1.5. Outdoor Advertising Program

Light Pole Banners

- Strong, fully reinforced, wind resistant, vinyl digitally imprinted banner sign varying in size and shape.

Exterior Wall Wrap

- A display that is applied to the wall surface;
- Dimensions shall be customized to fit a particular area; and
- This could be a themed area or a panoramic scenic display.

Interior displays in parking garages and walkway connectors

- Dimensions shall be customized to fit a particular area

Interior of the airport parking garage elevators

- Dimensions shall be customized to fit a particular area

Exterior Department of Aviation parking lot shuttle bus shelters

- Dimensions shall be customized to fit a particular area

Hi-Tech

Several media fall under this category including recessed signs with light emitting diode (“LED”) displays, fiber optic displays, wide screen video systems, digital image banners, touch screens, interactive multimedia software, Interactive Projection Systems or optical imaging display cases.

4.1.6. Prohibited Venues

The following media types and venues will not be allowed as part of the advertising program:

- Brochures and brochure racks, unless approved in writing by the Executive Director of the Department of Aviation;
- Advertising at airline’s ticket counters; and
- Advertising in tenant lease spaces; and
- Advertising that conflicts or interferes with existing and future art displays and areas designated for art; and
- Airport’s Electronic Visual Information Display System; and
- Airport’s Shared Use ticket counters and gates and
- TSA security bins

- Additional media types and venues may be prohibited at any time at the City's sole discretion.

4.1.7. Non-Exclusive Program

The City specifically reserves the right to enter into contracts for display advertising with other parties including, but not limited, to the following:

- Electronic/Hi-Tech display media utilized in connection with another business or concession; and
- Hold room and common areas and common area televisions.

4.1.8. Staffing and Maintenance

- Proposer must provide the City with a service manager's name and a phone number where the manager or the manager's designee may be reached at all times.
- All displays are to be checked by the selected proposer regularly, at least twice per week.
- Maintenance personnel are to be available for emergency contact twenty-four (24) hours a day, three hundred sixty five (365) days a year. The selected proposer will be required to respond to the City's emergency requests within twenty-four (24) hours and within forty-eight (48) hours for other requests unless otherwise directed by the City.
- At the City's discretion, faded or otherwise damaged advertisement displays must be removed and replaced with new displays as directed by the City.

4.1.9. Local Representation

The minimum local representation that must be proposed is one dedicated, local person in the Austin area to maintain the equipment and displays. The Airport will provide approximately 28 square feet of support space in the terminal building. The support space is to be used solely to support the Airport advertising concession and for no other use. Additional rent will be charged for this support space. The Airport reserves the right to relocate the support space at any time during the term of the Agreement.

4.1.10. Title VI Civil Rights Act of 1964

In accordance with Title VI of the Civil Rights Act of 1964, it is the policy of the City not to discriminate on the basis of age, race, sex, color, national origin or disability in its hiring and employment practices, or in admission to, access to, or operation of its programs, services and activities. The proposer, by execution of the agreement, agrees to comply with TITLE VI Civil Rights Act of 1964 by not discriminating on the basis of age, sex, race, color, national origin or disability in its hiring and employment practices, or in admission to access to or operation of its programs, services and activities.

4.1.11. Required Compliance

Concessionaire must comply with the applicable provisions of the federal and/or State Occupational Safety and Health Act(s), the electrical and building codes of the City, County, and State, and all other applicable laws, regulations, ordinances, codes and rules of any governmental entities that have jurisdiction. All licenses and permits required to construct and/or operate the concession shall be obtained by the proposer at its own expense, and shall be maintained in full force

and effect throughout the term of the agreement. The proposer agrees to defend and indemnify the City against all losses, expenses and damages arising from violation of any of the above laws, regulations, ordinances, codes and rules.

4.1.12. Americans with Disabilities Act

The proposer will be responsible for meeting all requirements of the 1990 Americans with Disabilities Act (“ACT”), as amended. The proposer is required to work closely with the City and other government agencies to comply with the Airport’s ADA commitments and procedures. The City expects the proposers to work in a cooperative manner and recognize that service to the public at all times must take precedence over economic issues. It is understood that the requirements of the Federal Government, State, County or City regarding ADA may change from time to time and proposers shall comply with all such requirements.

4.1.13. Shared Tenant Services

The Airport is designated as a Shared Tenant Service site. All voice and data services must enter the Airport at the Minimum Point of Entry (“MPOE”). The Airport Information Systems (IS) Division manages the network infrastructure and communications; spanning the physical infrastructure (pathways, cabling, telecom rooms, etc.), and the active local area networks (LANs), external internet connections and IS services. System designs for network connections and security controls shall be coordinated with Airport Information Systems Division for approval prior to installation.

- Successful proposer shall complete and submit a Shared Use Tenant Services packet.
- Successful proposer shall procure necessary LAN/Internet circuit and routing hardware.
- All approved system devices shall be connected to Airport network infrastructure.
- Successful proposer shall comply with the Shared Tenant Service Terms Use Agreement.
- Successful proposer shall not enter into any agreement with a service provider that may impair the declaration of a Minimum Point of Entry (“MPOE”) for the Airport, the designation of the demarcation point, or the implementation or operation of the Premise Distribution System.

5. Advertising Policy and Guidelines

The following policy and guidelines apply to the advertising program as identified. Each proposer shall develop an Advertising Display Plan that conforms to the following policy and guidelines:

5.1. Policy

All advertising messages and displayed material will conform to the following guidelines:

An airport terminal by its nature is a family environment in which the presence of children may be reasonably expected at all times. The advertisements shall not be obscene or indecent, or promote hatred, bigotry, violence or intolerance, nor may advertisements be offensive to the moral standards of the community, false, misleading, or deceptive, or which in any way reflects negatively on the character, integrity or standing of any individual, firm, or corporation. The City reserves the right to reject, or discontinue displaying, at any time and without advance notice, any advertisement, or advertising content, in whole or in part, that in the City’s sole judgment is deemed inappropriate.

Advertising venues may not be used for political advertising, or the advertising of sexual contraceptives, tobacco, alcoholic beverages, or an Adult-Oriented Business, as defined in Austin City Code Section 25-2-801(A)(6). The City reserves the right to reject, or discontinue displaying, at any time and without advance notice, any advertisement, or advertising content, in whole or in part, that in the City's sole judgment violates such guidelines or any other material term or condition of any advertising permit.

5.2. Guidelines

The selected proposer:

- Shall provide, install, operate and maintain at its own cost and expense reliable service for all equipment, including the installation of all electrical connections necessary for conducting its business at the Airport.
- Shall be entitled, during the term of the agreement and upon termination hereof, to remove from the Airport premises, or any part thereof, all personal property, trade fixtures, tools, machinery, equipment, materials and supplies placed thereon by it, provided that the selected proposer shall repair all damage resulting from such removal. The City shall allow the selected proposer no more than thirty (30) calendar days after the termination date thereof for such removal, unless additional time is mutually agreed upon.
- Shall, upon thirty (30) days written notice from the Executive Director, add, remove or relocate any advertising fixture or medium. Any such addition, removal or relocation costs shall be at the concessionaire's expense. The Executive Director also reserves the right to add, delete or exchange any approved location.
The necessity for the above is at the sole discretion of the Executive Director.
- Shall demonstrate the following:
 - Solid accounting systems in place to record and track all advertising receipts received for advertising and marketing and other opportunities at the Airport under the agreement ;
 - Ability to timely report gross receipts monthly to the City (Department of Aviation) and to accurately calculate and timely pay concession fees due to the City; and
 - Ability to comply with all other requirements of the agreement, including required annual audits, provision of required insurance and bonds, satisfactory internal controls, and other terms and conditions of the agreement.

6. Airport Advertising Concession Agreement

The agreement shall be drafted by the City and include standard airport concession agreement terms and conditions.

7. Proposal Process and Anticipated Award Schedule

The following is a schedule of the major events associated with this advertising RFP process. The dates are approximate and subject to change.

Activity	Dates
Issue RFP	August 17, 2015
Mandatory Pre-proposal Airport Tour and Conference	August 24, 2015 @ 9:00 am CST

For security reasons please limit the number of representatives per company to three (3) persons (not including subcontractors).

In order to expedite security screening, please submit the names and birthdates of those persons planning to attend to Julie Harris at Julie.harris@austintexas.gov by August 20, 2015. Those companies who fail to submit a list of persons will not be allowed to make the tour.

RFP Questions Due	August 27, 2015
Proposals Due to City	September 30, 2015
Proposal Evaluations	October 12, 2015
Proposer Interviews (if needed)	October 22, 2015
Austin Airport Advisory Committee	November 10, 2015
City Council Approval for Negotiation and Award	December 10, 2015
Contract Negotiations	December 18, 2015
Execute Contract	January 11, 2016

8. Explanations Or Clarifications

The following person is designated as the Authorized Contact Person for this solicitation and will act as the point of contact between the City and the Proposers:

Julie Harris
Airport Property Program Manager
City of Austin Department of Aviation
Austin-Bergstrom International Airport
3600 Presidential Blvd., Suite 411
Austin, TX 78719
Julie.harris@austintexas.gov

Inquiries regarding this RFP must be submitted in writing to the authorized contact person by 2:00 p.m., Central Time, August 27, 2015. Responses to such inquiries will be sent to the person making the inquiry and posted on line at the Airport's website www.austintexas.gov/department/doing-business-aus... The City will not be responsible for any other explanations or interpretations of the RFP.

9. Acceptance/Rejection of Proposal(s)

Agreement may be awarded to the Proposer whose proposal most closely satisfy the needs of the City and is deemed to be most advantageous to the City. The City reserves the right to accept or reject any item or group(s) of items of a proposal. The City also reserves the right to waive any informality or irregularity in any proposal.

The City reserves the right to reject any and all proposals or portions thereof received in response to this RFP, and thereafter reissue the RFP. Additionally, the City may, for any reason, decide not to award an Agreement(s) as a result of this RFP.

The City may reject a proposal if:

- Any of the RFP forms are left blank or are materially altered;
- Any document or item necessary to the proposal is incomplete, false or fraudulent, improperly executed, indefinite, ambiguous or has been omitted;
- Irregularities of any kind exist that tend to make the proposal incomplete, indefinite or ambiguous; and

Unacceptable exceptions or modifications are made by the Proposer to the terms of this RFP and/or any terms or conditions of the agreement.

10. Other Information

10.1. Proposal Acceptance Period

All Proposals are valid for a period of one hundred and eighty (180) calendar days from the RFP closing date unless a longer acceptance period is offered in the Proposal.

10.2. Proprietary Information

All material submitted to the City becomes public property and is subject to the Texas Public Information Act upon receipt. If a Proposer does not desire proprietary information in the proposal to be disclosed, each page and section containing proprietary information must be identified and marked proprietary at time of submittal. The City will, to the extent allowed by law, endeavor to protect such information from disclosure; provided, however, the Proposer shall be solely responsible to justify its confidentiality claims to the Texas Attorney General. The final decision as to what information, if any, must be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

Statistical data is provided for informational purposes only. The City is not responsible for any inaccuracies, and does not warrant the validity or relevance of data presented herein.

10.3. Proposal Deposit

All Proposals shall be accompanied by a cashier's check or money order made payable to the City of Austin (the "Proposal Deposit") in an amount of TWENTY FIVE THOUSAND DOLLARS (\$25,000.00). The Proposal Deposit of the Successful Proposer will be retained until an agreement is awarded and the successful Proposer executes the agreement and furnishes the required insurance and security deposit, after which the Proposal Deposit will be returned to the successful Proposer. If the Successful Proposer fails, for any reason, to enter into good faith Agreement negotiations with the City, or fails to execute the agreements for the Advertising Concession Program if authorized by the City Council, the City shall retain the Proposal Deposit as the City's remedy and liquidated damages for such failure. The Proposal Deposit accompanying the other Proposals will be return when an Agreement is awarded.