

Airport Advertising Request for Proposal

Authorization Request
November 22, 2016

Sea-Tac: Welcoming, Informing & Advertising

This RFP is a unique opportunity to:

- Sustain and grow advertising revenues;
- Upgrade advertising displays to accommodate digital advancements;
- Promote economic development through enhancing the Port's ability to partner with communities and non-profit economic development organizations;
- Instill a “Northwest Sense of Place.”

Advertising RFP helps accomplish multiple goals

Current Advertising Program Background

The advertising program is a critical piece of the overall generation of non-aeronautical revenue.

- Competed via Request for Proposal in 2006/2007;
- Accounted for 2.7% of the total ADR Sales (\$7.3 million of the \$271.5 million) in 2015;
- Accounted for 11% of the ADR non-aeronautical revenue to the Port (\$5.0 million of the \$44.7 million) in 2015;
- Current agreement expires on July 31, 2017; and
- Significant changes in technology in the last 10 years affecting the advertising industry.

Advertising lease has significant impact on non-aeronautical revenues

Advertising Request for Proposal Goals

Capitalize on changes regarding how advertisers deliver their messages by:

- Upgrading older displays and equipment with new technologies;
- Reallocating a number of existing static locations to digital displays; and
- Providing additional space for promotional display elements.

Overall RFP goals

Economic Development through Partnerships with Communities and Non-profit Organizations

Developing a cohesive program to promote economic development and tourism as well as celebrate our state's unique features:

- Allocate up to 10% of the total advertising inventory for Port or community/non-profit economic development organization use at market rates;
- Include the right of first refusal in the lease to use “filler” or unsold advertising inventory;
- Communities or industries may purchase advertising;
- Art Program;
- Temporary Construction Barricades; and
- Special displays.

Port, community and non-profit organization promotion opportunities