

PORT OF PASCO, WASHINGTON

Request for Proposals For In Terminal Advertising

The Port of Pasco, Washington is accepting proposals from qualified advertising firms to provide in-terminal advertising at the Tri-Cities Airport in Pasco, WA.

BACKGROUND

The Tri-Cities Airport is a small-hub, commercial service air carrier airport, owned and operated by the Port of Pasco, located in Southeast Washington. The airport is managed by Port of Pasco and governed by the three-member elected commission.

Currently, five airlines, Alaska, Allegiant, American, Delta and United provide non-stop service to Seattle, Los Angeles, Portland, Las Vegas, Phoenix Mesa, Phoenix, Minneapolis, Salt Lake City, Denver and San Francisco on 23 daily flights. The passenger terminal building was expanded and modernized in 2017 and is approximately 116,000 square feet. It is predominately a single-story facility designed for flexibility and expandability. The terminal currently contains Airport Administration offices, Transportation Security Administration (TSA) offices, airline ticket counters and offices, rental car counters and offices, baggage claim, gallery seating area with three food options, and a bar. The terminal also provides seven gates, nine aircraft parking positions, four passenger boarding bridges (under construction) and three TSA screening lanes. In Calendar Year 2025 the airport had 525,838 passenger enplanements. More detailed enplanement information can be found at <https://www.flytricity.com/about/statistics>.

Currently, advertising in the airport is handled by In-Ter-Space Services, Inc. DBA Clear Channel Airports. A map of current advertising displays in the airport is included as Exhibit B to the RFP. Tri-Cities Airport Advertising Gross Revenues for 2024-June 2026 are shown below:

2024: \$137,123
2025: \$132,496
2026: \$53,373.44 (YTD June 2026)

RFP TENTATIVE PROJECT TIMELINE

RFP Published	August 24, 2026
Pre-Proposal Conference	September 8, 2026; 1:30 pm Pacific Time
Questions Due	September 15, 2026; 3 pm Pacific Time
Addendums Posted By	September 22, 2026
Proposals Due	October 2, 2026; 3 pm Pacific Time
Interviews (if needed)	Week of October 12-16
Award Date	October 28, 2026
Enter into contract form acceptable to the Port	January 1, 2027

MINIMUM QUALIFICATIONS

The Tri-Cities Airport is soliciting proposals from qualified airport advertising concession firms for the management and operation of the airport advertising concession program. The selected proposer will coordinate all phases of the advertising concession program at the airport, including developing a business strategy, creating a marketing and sales plan, making recommendations for capital improvements, selling advertising space and managing contracts, billing clients, coordinating advertising displays and production, and monthly reporting.

The proposed agreement is for a term of five (5) years. The minimum qualifications are shown below:

- At least five (5) years' experience in airport marketing or airport concession management
- Demonstrated experience with at least five (5) airports
- Meet or exceed WCAG 2.1 A and AA accessibility standards for all digital products, services and equipment, ensuring inclusive use for all individuals, including those with disabilities.

PROPOSAL CONTENT REQUIREMENTS

Each response should contain, at minimum, and must address but is not limited to, the following issues:

1. Name, position, phone and email address of contact person.
2. Name of principles in the firm; years firm has been in business and the individual managing this project.
3. List at least three projects of similar scope, including dates and description of work completed.
4. A description of your approach to managing the program including, at a minimum:
 - a. Compensation to the airport using the Financial Proposal Form attached as Exhibit A.
 - b. Business strategy, including a plan to maximize revenue
 - c. Capital improvement strategy
 - d. Marketing strategy
5. Any other items, which consultant deems necessary.

EVALUATION PROCESS

After the deadline for receipt of responses, an evaluation committee will review all proposals utilizing the evaluation criteria noted below. The evaluation committee will be made up of representatives from Tri-Cities Airport and the Port of Pasco.

Based on the committee's review, if deemed necessary by the selection committee, at least two (but not more than three firms) may be invited for interviews. The Port of Pasco Commission makes the final decision on firm/team selection, based on the criteria listed above, as well as:

1. Qualifications of the consultant and firm (Maximum 35 points)

2. Work Plan and Approach to Project (Maximum 35 points)
3. Past Performances/References (Maximum 20 points)
4. Compensation to the Airport (Maximum 10 points)

The compensation to the airport will be scored using two equally weighted components: MAG and percentage rent. The highest proposed MAG will receive five (5) points, and other proposals will receive points proportionally according to the formula: Respondent MAG/Highest MAG x %. The highest proposed percentage rent will receive five (5) points and the other proposals will receive points proportionally according to the formula: Respondent Percentage/Highest Percentage x 5. The sum of the two components will equal the Respondent's Compensation to Airport score, up to a maximum of 10 points.

SUBMITTAL

Proposals will only be accepted from firms that can demonstrate having a broad background and extensive experience in the field of airport advertising.

Four copies of the proposals shall be delivered to the Tri-Cities Airport Administration Office prior to 3:00 pm Pacific Time on October 2 2026 and clearly marked: **RFP AIRPORT ADVERTISING**, and should be addressed to:

Tara White
Assistant Airport Director of Properties
Tri-Cities Airport
3601 North 20th
Pasco, WA 99301

A Pre-Proposal Conference will be held on September 8, 2026 at 1:30 pm Pacific Time in the Tri-Cities Conference Room on the second floor of the Tri-Cities Airport Terminal. There is an option for both an in-person meeting or to attend via the TEAMS link below. A facility tour will be conducted after this conference. There is not a virtual option for the facility tour.

Microsoft Teams meeting

Join:

<https://teams.microsoft.com/meet/268254420282954?p=FP2q0FGeNewupqXAAI>

Meeting ID: 268 254 420 282 954

Any inquiries regarding this RFP shall be made in writing to Tara White, taraw@portofpasco.org, by September 15, 2026 at 3:00 PM Pacific Time.

RESERVATION OF RIGHTS

- The Port reserves the right to reject all, or portions of any or all, proposals. The Port may, at its sole discretion, withdraw this RFP, re-advertise, extend deadlines, waive irregularities and technicalities, or modify or amend any and all provisions herein. The Port will not pay for any information herein requested, nor is it liable for any costs incurred by the participating proposer. The Port reserves the right to extend the RFP submittal date if needed. All changes and/or clarifications will be distributed to all those indicating interest in this RFP in the form of addenda. Any award as a result of this procurement shall be contingent upon the execution of an appropriate contract.
- If a selection cannot be made on the basis of the proposals, the Port reserves the right to select the most qualified proposer(s) to provide additional information and, if warranted, detailed interviews. No proposer shall be entitled to, or otherwise be guaranteed, an interview.
- The Port is a municipal corporation of the state of Washington and, as a result, the proposal and other documents associated with this procurement may become public records subject to disclosure under the Washington Public Records Act (Chapter 42.56 Revised Code of Washington) upon submission to the Port. Each proposer shall be responsible for identifying any information in its submittal that it believes is subject to an exception from disclosure under state law.

ADDENDA

Any interpretation, correction, or change to this RFP will be made only by written addendum issued by the Port of Pasco. Any addenda will be posted to the Port of Pasco's website and bidders are responsible for monitoring the website and must acknowledge all addenda in their proposal.

TITLE VI

Respondents shall comply with all applicable federal, state, and local laws and regulations, including nondiscrimination requirements. The Port in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 stat. 252, 42 U.S.C. § 2000d-4), 28 CFR § 50.3, and 49 CFR Part 21, hereby notifies all bidders that it will affirmatively ensure that any contract entered into

pursuant to this advertisement, all contractors will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of the owner's race, color, national origin, sex, creed, age, or disability in consideration for an award.

ACDBE

Per the federal regulations of the U.S. Department of Transportation, 49 CFR Part 23, it is the policy of the Port that airport concession disadvantaged business enterprises (ACDBE) shall have the maximum opportunity to participate in any activity, service or facility at the Airport under agreement, lease, contract with or franchise from the Port. A successful Proposer shall agree to make good faith efforts to ensure that business concerns owned and controlled by socially and economically disadvantaged individuals as defined in 49 CFR Part 23, as amended, participate in rental car operations at the Airport. In accordance with the Department of Transportation's Frequently Asked Questions, the ACDBE goal is currently set to zero until the Unified Certification Program (UCP) completes the reevaluation process provided in 49 CFR 23.81.

If a selected Proposer is unable to achieve the established goal under joint venture, partnership, franchise or similar legal arrangement, the Proposer shall seek to obtain the required ACDBE participation by other means, such as the purchase of goods, services, supplies and/or products from certified ACDBE vendors. In the event that a selected Proposer for this solicitation qualifies as a certified ACDBE, the agreement goal shall be deemed to have been met.

ACCESSIBILITY COMPLIANCE

In accordance with Title II of the Americans with Disabilities Act (ADA) and Section 508 of the Rehabilitation Act, Contractor shall meet or exceed WCAG 2.1 A and AA accessibility standards for all vendor-provided digital products, services, and equipment, ensuring inclusive use for all individuals, including those with disabilities. This requirement applies to all digital and physical deliverables provided solely by the vendor.

The Airport shall meet applicable federal, state, and local regulations, including Title II of the ADA and Section 508 requirements for Information and Communication Technology (ICT) accessibility for the Airport owned Physical Displays.

Any other third-parties covered by this contract shall also meet applicable federal, state, and local regulations, including Title II of the ADA and Section 508 requirements for Information and Communication Technology (ICT) accessibility for the third-party owned Physical Displays.

FAIR LABOR STANDARDS ACT COMPLIANCE

All contracts and subcontracts that result from this RFP will incorporate by reference the provisions of 29 CFR Part 201, et seq, the Federal Fair Labor Standards Act (FLSA), with the same force and effect as if given in full text. The FLSA sets minimum wage, overtime pay, recordkeeping, and child labor standards for full and part-time workers.

The Consultant has full responsibility to monitor compliance to the referenced statute or regulation. The Consultant must address any claims or disputes that arise from this requirement directly with the U.S. Department of Labor – Wage and Hour Division.

DAVIS-BACON COMPLIANCE

All contracts and subcontracts that result from this RFP will incorporate by reference the provisions of 29 CFR Part 5, Subpart A which sets forth the Department of Labor's rules for prevailing wage and fringe benefit requirements which are set forth in the Davis-Bacon Act.

VETERAN'S PREFERENCE

In the employment of labor (excluding executive, administrative, and supervisory positions), the Consultant and all sub-tier consultants or contractors must give preference to covered veterans as defined within 49 U.S.C. § 47112. Covered veterans include Vietnam-era veterans, Persian Gulf veterans, Afghanistan-Iraq war veterans, disabled veterans, and small business concerns (as defined by 15 U.S.C. § 632) owned and controlled by disabled veterans. This preference only applies when there are covered veterans readily available and qualified to perform the work to which the employment relates.

Exhibit A: Financial Proposal Form

FINANCIAL PROPOSAL FORM

TO: Port of Pasco

DATE: _____

BIDDER NAME: _____

Having reviewed the RFP, the undersigned offers the following financial proposal for the Airport Advertising Concessions Program. The financial proposal shall remain firm for at least ninety (90) days after the proposal due date, unless a longer period is stated in the proposal.

Description	Financial Response
Minimum Annual Guarantee (MAG)	\$
Percentage Rent on Gross Revenues	%

The Undersigned Bidder proposes and agrees, if this bid is accepted, to enter an agreement with the Port of Pasco to complete all work as specified or indicated in this Bid.

By submission of this bid, Bidder certifies that this bid has been arrived at independently, without consultation, communication, or agreement as to any matter relating to this bid with any other bidder or with any other competitor.

BIDDER:

Name of Business: _____ Name of Bidder: _____

Address: _____

Phone Number: _____

Email Address: _____

Signature of Authorized Representative: _____

Date: _____

Exhibit B: Map

