



AIRPORT ADVERTISING

September 22, 2017

Mayor Barbara Sharief and Commissioners
Broward County Board of County Commissioners
Broward County Governmental Center
115 S. Andrews Ave.
Fort Lauderdale, FL 33301

Re: RLI #20160425-0-AV-01 Requests for Letters of Interest for the Advertising and Display Concession at FLL

Dear Mayor Sharief and Commissioners:

It is with continued regret we advise Lamar Airport Advertising did not submit a response to the advertising RLI for Ft. Lauderdale Int'l Airport. As has been our position for months, the parameters of this solicitation favor the incumbent, specifically in the capital investment needed to best create a warm welcome to visitors and a competitive revenue stream for BCAD.

The incumbent concessionaire will be allowed to negotiate retaining existing advertising displays if they are the successful proposer. This could give the incumbent an estimated \$600,000 advantage in the capital investment portion of the RLI, as all other bidders will need to install new digital signs, or purchase the used units (but with an estimated 2-3 year remaining lifespan) from the incumbent.

The combination of the issues we have raised leads us to believe that RLI #20160425-0-AV-01 does not provide a level playing field for all proposers and favors the incumbent concessionaire. This will certainly result in the submission of only one, maybe two proposals, to the detriment of the County.

If Broward County elects to address the issues raised regarding this procurement and create a fair procurement process, LAMAR stands ready to submit a qualified proposal that will serve the Countywide greater good of Broward.

Sincerely,

Lamar Airport Advertising

A handwritten signature in blue ink, appearing to read "Shauna Forsythe", is written over a light blue horizontal line.

Shauna Forsythe
Director, Business Development
sforsythe@lamar.com