



## Compliance Department

Dr. Yolanda Jackson  
Interim Compliance Director

### MEMORANDUM

To: Herbert L. Judon, Jr., Executive Director, Augusta Regional Airport  
Andy Penick, Director, Procurement Department

From: Dr. Yolanda Jackson, Interim Director, Compliance Department *YJ*

Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☒ This Bidder/Offeror **IS** eligible for award.

☐ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and concurrence of responsiveness and compliance by the bidder/offeror, **M3 Agency**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE** respectively. The bidder/offeror has committed to a minimum of **3.5% MBE** participation, submitted the required forms, is responsive, and has satisfied good faith efforts.

**Note: The MBE firm listed by the bidder/offeror is currently certified in Augusta Georgia's M/WBE Program as required.**

**The bidder/offeror is eligible for award.**

Should this bidder/offeror be selected for this bid, upon award, the Compliance Department will monitor the Contractor monthly to ensure that they meet or exceed their committed goal for this project.

Should you have questions, please feel free to contact me via email at [yjackson@augustaga.gov](mailto:yjackson@augustaga.gov) or by phone at (706) 821-2406.



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Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☒ This Bidder/Offeror **IS** eligible for award.

☐ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and concurrence of responsiveness and compliance by the bidder/offeror, **Aqua Marketing and Communications**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE respectively**. **The bidder/offeror has committed to a minimum of 30% MBE participation, submitted the required forms, is responsive, and has satisfied good faith efforts.**

**Note: The MBE firm listed by the bidder/offeror is currently certified in Augusta Georgia's M/WBE Program as required.**

**The bidder/offeror is eligible for award.**

Should this bidder/offeror be selected for this bid, upon award, the Compliance Department will monitor the Contractor monthly to ensure that they meet or exceed their committed goal for this project.

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award.

☐ This Bidder/Offeror **IS NOT** eligible for  
award.

This memo is to transmit the review and concurrence of responsiveness and compliance by the bidder/offeror, **The Quotient Group, LLC**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE respectively**. **The bidder/offeror has committed to a minimum of 1% MBE participation, submitted the required forms, is responsive, and has satisfied good faith efforts.**

**Note: The MBE firm listed by the bidder/offeror is currently certified in Augusta Georgia's M/WBE Program as required.**

**The bidder/offeror is eligible for award.**

Should this bidder/offeror be selected for this bid, upon award, the Compliance Department will monitor the Contractor monthly to ensure that they meet or exceed their committed goal for this project.

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To: Herbert L. Judon, Jr., Executive Director, Augusta Regional Airport  
Andy Penick, Director, Procurement Department

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Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☒ This Bidder/Offeror **IS** eligible for award.

☐ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and concurrence of responsiveness and compliance by the bidder/offeror, **Trevelino Keller**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE respectively**. **The bidder/offeror has committed to a minimum of 1% MBE participation, submitted the required forms, is responsive, and has satisfied good faith efforts.**

**Note: The MBE firm listed by the bidder/offeror is currently certified in Augusta Georgia's M/WBE Program as required.**

**The bidder/offeror is eligible for award.**

Should this bidder/offeror be selected for this bid, upon award, the Compliance Department will monitor the Contractor monthly to ensure that they meet or exceed their committed goal for this project.

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From: Dr. Yolanda Jackson, Interim Director, Compliance Department *YJ*

Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☐ This Bidder/Offeror **IS** eligible for award.

☒ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and non-concurrence of the responsiveness and compliance by the proposer/offeror, **Bosun**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE** respectively. The bidder/offeror has committed to a minimum of **14% MBE** participation; however, the listed MBE firm is not certified in Augusta, Georgia's M/WBE Program. In addition, the bidder/offeror did not submit the required supporting documentation in support of the Good Faith Effort (GFE) and is, therefore, non-responsive.

Note: The proposer/offeror provided the "Letter of Intent" and the Good Faith Efforts (GFE) form with Picture Perfect Production & Editorial as the proposed MBE firm that would be utilized to meet the MBE goal. However, Picture Perfect Production & Editorial IS NOT certified in Augusta, Georgia's M/WBE program and is therefore ineligible to be utilized to meet the MBE goal set for this procurement. Our records indicated that while a certification application for this firm was started via our online process on May 8<sup>th</sup>, the application is only 20% complete as of this review. During the pre-proposal meeting specific detailed instructions are given with regard to what is expected as a show of GFE. Bosun did not provide any other proof of their GFE outside of their statement.

The bidder/offeror has not satisfied good faith efforts and is non-compliant with requirements of the M/WBE Program; therefore, this bidder is not eligible for award.

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To: Herbert L. Judon, Jr., Executive Director, Augusta Regional Airport  
Andy Penick, Director, Procurement Department

From: Dr. Yolanda Jackson, Interim Director, Compliance Department *YJ*

Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☐ This Bidder/Offeror **IS** eligible for award.

☒ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and non-concurrence of the responsiveness and compliance by the proposer/offeror, **Cox Media**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE respectively**. The proposer/offeror has committed to a minimum of **0% MBE participation**. In addition, the proposer/offeror did not submit the required supporting documentation in support of the Good Faith Effort (GFE) and is, therefore, non-responsive.

Note: The proposer/offeror provided the "Letter of Intent" and the MBE Utilization Statement with no listed MBE firm. The proposer/offeror did provide a brief statement on their Description of Good Faith Efforts (GFE) form; however, after a review of the statement, in part, Cox Media states "Of the team that would be working on this particular project, at least 10% are of minority populations." This does not constitute GFE. During the pre-proposal meeting specific detailed instructions are given with regard to what is expected as a show of GFE. Cox Media did not provide any other proof of their GFE outside of their statement.

The bidder/offeror has not satisfied good faith efforts and is non-compliant with requirements of the M/WBE Program; therefore, this bidder is not eligible for award.

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To: Herbert L. Judon, Jr., Executive Director, Augusta Regional Airport  
Andy Penick, Director, Procurement Department

From: Dr. Yolanda Jackson, Interim Director, Compliance Department *YJ*

Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☐ This Bidder/Offeror **IS** eligible for award.

☒ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and non-concurrence of the responsiveness and compliance by the proposer/offeror, **Designsensory**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE** respectively. The proposer/offeror has committed to a minimum of **1% MBE** participation; however, the proposer/offeror did not submit all of the required forms or the required supporting documentation in support of the Good Faith Effort (GFE) and is, therefore, non-responsive.

Note: While the proposer/offeror provided the MBE Utilization Statement (the only submitted form), they DID NOT provide the required "Letter of Intent" with the listed MBE firm intended to be utilized to meet the MBE goal set for this procurement. Additionally, the proposer/offeror did not provide any supporting documentation of their Good Faith Efforts (GFE). During the pre-proposal meeting specific detailed instructions are given with regard to what is expected as a show of GFE.

The bidder/offeror has not satisfied good faith efforts and is non-compliant with requirements of the M/WBE Program; therefore, this bidder is not eligible for award.

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Andy Penick, Director, Procurement Department

From: Dr. Yolanda Jackson, Interim Director, Compliance Department *YJ*

Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☐ This Bidder/Offeror **IS** eligible for award.

☒ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and non-concurrence of the responsiveness and compliance by the proposer/offeror, **MDOT Global LLC**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE** respectively. The proposer/offeror has committed to a minimum of **100% MBE** participation; however, the proposer/offeror did not submit the required supporting documentation in support of the Good Faith Effort (GFE) and is, therefore, non-responsive.

Note: While the proposer/offeror provided the "Letter of Intent" and "MBE Utilization Statement" the proposer/offeror listed themselves as the MBE that would be utilized to meet the MBE goal; however, MDOT Global, LLC IS NOT certified in Augusta, Georgia's M/WBE Program and as such is not eligible to count participation towards the goal set on this procurement. Additionally, the proposer/offeror did not provide any supporting documentation of their Good Faith Efforts (GFE). During the pre-proposal meeting specific detailed instructions are given with regard to what is expected as a show of GFE.

The proposer/offeror has not satisfied good faith efforts and is non-compliant with requirements of the M/WBE Program; therefore, this proposer is not eligible for award.

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Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☐ This Bidder/Offeror **IS** eligible for award.

☒ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and non-concurrence of the responsiveness and compliance by the proposer/offeror, **Roseland Concessions**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE** respectively. The proposer/offeror has committed to a minimum of **10% MBE** participation. The proposer did provide the required documentation; however, the proposer/offeror did not submit the required supporting documentation in support of the Good Faith Effort (GFE) and is, therefore, non-responsive.

Note: The proposer/offeror provided the "Letter of Intent" and "MBE Utilization Statement" listing Dove Direct as the MBE that would be utilized to meet the MBE goal; however, Dove Direct, IS NOT certified in Augusta, Georgia's M/WBE Program and as such is not eligible to count participation towards the goal set on this procurement. Additionally, the proposer/offeror did not provide any supporting documentation of their Good Faith Efforts (GFE). During the pre-proposal meeting specific detailed instructions are given with regard to what is expected as a show of GFE.

The proposer/offeror has not satisfied good faith efforts and is non-compliant with requirements of the M/WBE Program; therefore, this proposer is not eligible for award.

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Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☐ This Bidder/Offeror **IS** eligible for award.

☒ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and non-concurrence of the responsiveness and compliance by the proposer/offeror, **Sparkloft Media**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE and 0% WBE respectively**. The proposer/offeror has committed to a minimum of 1% MBE participation. The proposer did provide the required documentation; however, the proposer/offeror did not submit the required supporting documentation in support of the Good Faith Effort (GFE) and is, therefore, non-responsive.

**Note: The proposer/offeror provided the "Letter of Intent" and "MBE Utilization Statement" listing BGD Media, LLC as the MBE that would be utilized to meet the MBE goal; however, BGD Media, LLC, IS NOT certified in Augusta, Georgia's M/WBE Program and as such is not eligible to count participation towards the goal set on this procurement. While BGD Media, LLC has applied for M/WBE certification with Augusta, Georgia, that certification review has not been completed. Additionally, while the proposer/offeror did provide a statement on their Description of Good Faith Efforts form, the statement does not meet or constitute the support of a true GFE. During the pre-proposal meeting specific detailed instructions are given with regard to what is expected as a show of GFE.**

**The proposer/offeror has not satisfied good faith efforts and is non-compliant with requirements of the M/WBE Program; therefore, this proposer is not eligible for award.**

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### MEMORANDUM

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Date: May 27, 2026

Subject: RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency

☐ This Bidder/Offeror **IS** eligible for award.

☒ This Bidder/Offeror **IS NOT** eligible for award.

This memo is to transmit the review and non-concurrence of the responsiveness and compliance by the proposer/offeror, **Stripe Theory**. Augusta, Georgia code requires contractor(s) to meet the assigned M/WBE Utilization Goal or provide evidence of completing good faith efforts on state and local funded projects.

The MBE and WBE goals established for RFQ/P Item # 26-172 – Augusta Regional Airport Marketing Agency for Augusta, Georgia, are **1% MBE** and **0% WBE** respectively. The proposer/offeror has committed to a minimum of **15% MBE** participation; however, the listed MBE firm is not certified in Augusta, Georgia's M/WBE Program. The proposer did provide the required documentation; however, the proposer/offeror did not submit the required supporting documentation in support of the Good Faith Effort (GFE) and is, therefore, non-responsive.

Note: The proposer/offeror provided the "Letter of Intent" and "MBE Utilization Statement" listing Misto as the MBE that would be utilized to meet the MBE goal; however, Misto, IS NOT certified in Augusta, Georgia's M/WBE Program and as such is not eligible to count participation towards the goal set on this procurement. Additionally, the proposer/offeror DID NOT provide any supporting documentation of their Good Faith Efforts. During the pre-proposal meeting specific detailed instructions are given with regard to what is expected as a show of GFE.

The proposer/offeror has not satisfied good faith efforts and is non-compliant with requirements of the M/WBE Program; therefore, this proposer is not eligible for award.

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