



Augusta
GEORGIA

Evaluation RFP Opening: RFQ/P Item #26-172 Airport Marketing Agency
for Augusta, GA - Augusta Regional Airport
RFQ/P Due Date: Tuesday, May 12, 2026 @ 11:00 a.m.
Evaluation Date: Thursday, August 20, 2026 @ 3:00 p.m.

Vendors		Aqua Marketing & Communications, Inc. 360 Central Ave., Ste. 420 St. Petersburg, FL 33701	IM3 Agency 229 Fenty Ferry Rd., Suite 123 Augusta, GA 30907	The Quotient Group, LLC N3174 Tuckaway Court Greenville, WI 54942	TTCG, Inc. dba Trevellino Keller 1042 Northside Drive, Suite 960 Atlanta, GA 30318																														
Phase 1																																			
Evaluation Criteria	Ranking	Points	Scale 0 (Low) to 5 (High)																																
1. Completeness of Response • Package submitted by the deadline • Package is complete (includes requested information as required per this solicitation) • Attachment B is complete, signed and notarized	N/A	Pass/Fail	PASS	PASS	PASS																														
2. Qualification & Experience	(0-5)	20	4.7	3.7	3.0																														
3. Organization & Approach	(0-5)	15	4.7	3.4	2.7																														
4. Scope of Services • Minimum of five (5) years of experience in buying media, developing strategic advertising plans, designing creative concepts and materials to implement those plans, and producing or coordinating the production of the advertising for a business or organization comparable in size and scope to the Augusta Regional Airport • Experience in the development of detailed annual media plans, public relations campaigns, multimedia advertising (design, produce, and buy), web site design and marketing, and direct marketing • Industry accepted research data that identifies audience ratings to justify advertising buys and expenditures with monthly reports showing reach and frequency brand positioning, and response in consultation and creative support in order to reinforce brand positioning, and respond quickly to opportunities that present themselves such as improvements in fares, services or economic development opportunities • Experience developing outreach strategies designed to develop strategic alliance partnerships in order to expand the Airport's alliance partner base both for air service development and economic development purposes.	(0-5)	15	4.3	3.7	3.2																														
5. Schedule of Work	(0-5)	5	3.8	3.3	2.0																														
6. Financial Stability	(0-5)	5	4.3	2.7	2.7																														
7. References	(0-5)	5	5.0	3.7	1.3																														
8. Proximity to Area - enter the point value for the one line only - Weighted <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Within Richmond County</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 10%; text-align: center;">10</td> <td style="width: 10%; text-align: center;">5.0</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td>Within CSA</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Within Georgia</td> <td style="text-align: center;">5</td> <td style="text-align: center;">4</td> <td></td> <td></td> <td style="text-align: center;">5.0</td> </tr> <tr> <td>Within SE</td> <td style="text-align: center;">5</td> <td style="text-align: center;">2</td> <td style="text-align: center;">5.0</td> <td></td> <td></td> </tr> <tr> <td>All Others</td> <td style="text-align: center;">5</td> <td style="text-align: center;">1</td> <td></td> <td style="text-align: center;">5.0</td> <td></td> </tr> </table>						Within Richmond County	5	10	5.0			Within CSA	5	6				Within Georgia	5	4			5.0	Within SE	5	2	5.0			All Others	5	1		5.0	
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Within SE	5	2	5.0																																
All Others	5	1		5.0																															
Phase 1 Total - (Total Maximum Ranking 80 - Maximum Weighted Total Possible 375)			26.8	27.7	17.2																														
Phase 2 (Option - Numbers 9-10) [Vendors May Not Receive Less Than a 3 Ranking in Any Category to be Considered for Award]																																			
9. Presentation by Team	(0-5)	10																																	
10. Q&A Response to Panel Questions	(0-5)	5																																	
11. Cost/Fee Proposal Consideration (only choose 1 line according to dollar value of the proposal in relation to all fee proposals - enter the point value for the one line only) - Weighted <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Lowest Fees</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 10%; text-align: center;">10</td> <td style="width: 10%; text-align: center;">5.0</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td>Second</td> <td style="text-align: center;">5</td> <td style="text-align: center;">6</td> <td style="text-align: center;">5.0</td> <td></td> <td></td> </tr> <tr> <td>Third</td> <td style="text-align: center;">5</td> <td style="text-align: center;">4</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Fourth</td> <td style="text-align: center;">5</td> <td style="text-align: center;">2</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Fifth</td> <td style="text-align: center;">5</td> <td style="text-align: center;">1</td> <td></td> <td></td> <td></td> </tr> </table>						Lowest Fees	5	10	5.0			Second	5	6	5.0			Third	5	4				Fourth	5	2				Fifth	5	1			
Lowest Fees	5	10	5.0																																
Second	5	6	5.0																																
Third	5	4																																	
Fourth	5	2																																	
Fifth	5	1																																	
Total Phase 2 - (Total Maximum Ranking 60 - Maximum Weighted Total Possible 125)			5.0	0.0	0.0																														
Total (Total Possible Score 500) Total (May not Receive Less Than a 3 Ranking in Any Category to be Considered for Award)			31.8	22.9	17.2																														
Total Cumulative Score (Maximum point is 500)																																			
Internal Use Only			323.2	402.5	235.0																														
			323.2	402.5	197.5																														

Evaluator: Cumulative

Procurement Department Representative: Nancy Williams

Procurement Department Completion Date: 8/20/26 / 8/21/26

Date: 8/20/26 / 8/21/26



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for Augusta, GA - Augusta Regional Airport
RFQ/P Due Date: Tuesday, May 12, 2026 @ 11:00 a.m.

Total Number Specifications Mailed Out: 53
Total Number Specifications Download (Demandstar): 16
Total Electronic Notifications (Demandstar): 202
Georgia Procurement Registry: 2105
Pre-Bid Conference Attendees: N/A
Total Packages Submitted: 13
Total Non-Compliant: 9

Vendors	Attachment "B"	Addendum 1	E-Verify Number	SAVE Form	Original & USB Drive	Fee Proposal	Compliance Review 1 % MBE 0% WBE
Aqua Marketing & Communications, Inc. 360 Central Ave., Ste. 420 St. Petersburg, FL 33701	Yes	Yes	2656185	Yes	Yes	Yes	Yes
Bosun 3000 Old Alabama Road Suite 119-348 Alpharetta, GA 30022	Yes	Yes	705903	Yes	Yes	Yes	No
Code of Entry 100 Grace Hopper Ln, Suite 3739 Augusta, GA 30901	Yes Not Notarized	No Non-Compliant	3010108	Yes Not Notarized	No USB	No	N/A
Cox Media 6205B Peachtree Dunwoody Rd Atlanta, GA 30328	Yes	Yes	2453574	Yes	Yes	Yes	No
Designsensory 1740 Commons Point Drive Knoxville, TN 37932	Yes	Yes	2928997	Yes	Yes	Yes	No



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M3 Agency 229 Furrys Ferry Rd., Suite 123 Augusta, GA 30907	Yes	Yes	785162	Yes	Yes	Yes	Yes
MDOT Global, LLS 933 Pine Log Rd. #1080 Alken, SC 29803	Yes	Yes	2997711	Yes	Yes	Yes	No
Roseland Concessions 3816 Melvin Drive SW Atlanta, GA 30321	Yes	Yes	2079550	Yes	Yes	Yes	No
GoSeeTell Network, Inc. dba Sparkloft Media 225 SW Broadway, Suite 400 Portland OR 97205	Yes	Yes	1757801	Yes	Yes	Yes	No
Stripe Theory 1200 Spring St., NW Atlanta, GA 30309	Yes	Yes	1635133	Yes	Yes	Yes	No



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The Quotient Group, LLC N1374 Tuckaway Court Greenville, WI 54942	Yes	Yes	3007933	Yes	Yes	Yes	Yes
TKCG, Inc. dba Trevelino Keller 1042 Northside Drive, Suite 960 Atlanta, GA 30318	Yes	Yes	640742	Yes	Yes	Yes	Yes
Rebel 501 Linden Ct. Mars, PA 160546							

Late
Non-Compliant

