

Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi
REQUEST FOR PROPOSALS INFORMATION PACKET

The Mississippi Gulf Coast regional Convention and Visitors Bureau d/b/a Coastal Mississippi (“Owner”) will accept sealed proposals from qualified firms for professional services in connection with the Mississippi Gulf Coast Air Service Growth Project (“Project”).

The Owner is seeking funding for the Project from the United States Department of the Treasury, through the Mississippi Department of Environmental Quality, as more thoroughly described herein.

If you have any questions concerning the proposal, please contact Duncan Ing, Executive Administrator, at 228-388-7446 or duncan@coastalmississippi.com.

The services required for this project are:

Coastal Mississippi seeks a qualified **Marketing** firm to develop and execute strategic advertising campaigns, including media planning and placement, creative development, production, and campaign implementation.

Services will focus on increasing inbound air traffic from targeted fly-in markets by promoting Gulfport-Biloxi International Airport, its airline partners, and existing and new air service offerings. Efforts are intended to drive visitation to coastal Mississippi and support the attraction of additional air service and low-cost carriers.

The selected firm will manage campaigns utilizing RESTORE Act funding. This contract shall be for a period of up to three (3) years pending the receipt of applicable grant funds.

Firms proposing to perform services should submit a list of their qualifications, experience, and capacity for performance. Firms must submit the name of the person within the firm who will be the Owner’s contact and will be primarily responsible for rendering services if the firm is selected.

Proposals must include the following information:

1. Tourism & Hospitality Marketing Capabilities, Experience, and Past Performance: Each firm or individual will be evaluated on its demonstrated tourism and hospitality marketing capabilities and experience to provide the services described to the Owner.
2. Key Personnel: Each firm or individual will be evaluated on the tourism and hospitality marketing experience of the key personnel who will be assigned to the Owner’s project.
3. Financial Ability to Accomplish Work: Each firm or individual will be evaluated on its ability to provide required services in a timely manner at the firm's or individual's expense in advance of reimbursement.
4. Local Experience (Mississippi): Each firm or individual will be evaluated on its familiarity with the state and local regulations and procedures
5. Federal Grant Project Experience: The experience of the firm or individual with federal grant programs. The information submitted should, as a minimum, include: (1) type of

- federal program, (2) the amount of federal funds; and (3) types of project activities undertaken, pertinent to federally-assisted projects.
6. Cost: Each firm or individual will be evaluated on the proposed cost to complete the required services.
 7. Fly In Market Experience: Each firm or individual will be evaluated on any supportive information that demonstrates their capabilities to best suit the needs of the Owner.

All proposals will be rated on the following system to determine the best-qualified proposer:

Maximum Points - Description

30 points - Tourism & Hospitality Capabilities, Experience, and Past Performance
20 points - Key Personnel
10 points – Financial Ability to Accomplish Work
20 points - Federal Grant Project Experience
5 points - Cost
10 points - Local Experience (Mississippi)
5 points – Fly in Market Experience

Total – 100 points

The Selection Committee will open and review each proposal and select a qualified firm or individual with which to negotiate. Six (6) copies of the proposal should be packaged, sealed, and properly labeled as follows:

COASTAL MISSISSIPPI
PROPOSAL FOR Marketing and Advertising SERVICES
Mississippi Gulf Coast Air Growth Project

and delivered or mailed to the address below no later than 2:00 PM on June 4, 2026

COASTAL MISSISSIPPI
ATTN: Kendra Simpson
2350 Beach Blvd. Ste A, Biloxi, MS 39531

Firms submitting proposals are solely responsible for meeting submittal deadlines. Proposals received after the stated deadline will be deemed non-responsive and will not be considered for any contract awarded as a result of this solicitation.

Proposals may be held by the Owner for a period not to exceed ninety (90) days from the date of opening for the purpose of reviewing the proposals and investigating the qualifications of the applicants prior to awarding. A contract will be awarded to the qualified, responsible firm whose proposal is most advantageous to the Owner, with price and other factors considered. The Owner reserves the right to waive any irregularities or informalities in the proposals submitted, reject any and all proposals, or terminate the solicitation with no contract awarded.

Warranties

By applying to this RFP, firms/individuals submitting Proposals warrant and represent the following:

1. The firm/individual does not have any unpaid Federal tax liability for which all judicial and administrative remedies have been exhausted.
2. The firm/individual has a valid UEI number with the General Services Administration's, government-wide System for Award Management Exclusions (SAM exclusions). The SAM Exclusions can be found at <https://www.sam.gov/portal/public/SAM/>.

Proposals are being requested in accordance with Item (b)(2) of 2 C. F. R. §200.320 "Methods of procurement."

The Owner is an equal opportunity employer.

Any contract awarded must comply with the Minority Business Enterprise and Women Business Enterprise contracting requirements outlined in "Attachment B" to this solicitation. MBE and/or WBE individuals/firms are encouraged to respond to this solicitation.

ATTACHMENT A: ADVERTISEMENT – REQUEST FOR PROPOSALS**MISSISSIPPI GULF COAST REGIONAL CONVENTION AND VISITORS BUREAU D/B/A
COASTAL MISSISSIPPI
ADVERTISEMENT - REQUEST FOR PROPOSALS**

Sealed Proposals will be received by the Mississippi Gulf Coast Regional Convention and Visitors Bureau d/b/a Coastal Mississippi, herein “Coastal Mississippi” at Attn: Kendra Simpson, Director of Marketing, 2350 Beach Blvd. Ste A, Biloxi, MS 39531 until 2:00 PM, June 4, 2026, for Marketing and Advertising Support, as described below:

Coastal Mississippi seeks a qualified Media Buying, Marketing, and Advertising firm to develop and execute strategic advertising campaigns, including media planning and placement, creative development, and campaign implementation.

Services will focus on increasing inbound air traffic from targeted fly-in markets by promoting Gulfport-Biloxi International Airport, its airline partners, and existing and new air service offerings. Efforts are intended to drive visitation to Coastal Mississippi and support the attraction of additional air service and low-cost carriers.

The selected firm will manage campaigns utilizing RESTORE Act funding. This contract shall be for a period of up to three (3) years pending receipt of applicable grant funds.

To receive the RFP Information Packets, please call (228) 388-7446, or they will be located at 2605 13th St, Gulfport, MS 39501, Monday through Thursday, 9:00 a.m. to 4:00 p.m. Firms/individuals should submit proposals in accordance with the Information Packet. Firms/Individuals must submit the name of the primary contact person and the person within the firm (if applicable) who shall be the Owner’s contact and party primarily responsible for rendering services, if selected.

Any contract awarded under this solicitation may be paid for in whole or in part with grant funding from the Department of the Treasury and the Mississippi Department of Environmental Quality under the Resources and Ecosystems Sustainability, Tourist Opportunities, and Revived Economies of the Gulf Coast States Act of 2012 (RESTORE Act).

Minority and women’s business enterprises are solicited to submit a proposal and are encouraged to make inquiries regarding potential subcontracting opportunities. When subcontracting, all potential contractors must make positive efforts to use small and minority owned business and women business enterprises. See 2. C. F. R. §200.321.

If you have any questions concerning the Request for Proposals, please call Duncan Ing, Executive Administrator at (228) 388-7446

**ATTACHMENT B: CONTRACTING WITH SMALL AND MINORITY BUSINESSES,
WOMEN’S BUSINESS ENTERPRISES, AND LABOR SURPLUS AREA FIRMS**

Documentation of compliance with the following requirements is a matter of contractor responsibility. When subcontracting, the contractor must submit documentation of good faith efforts to meet the project’s MBE/WBE requirements before contracted work can commence. (MBE/WBE requirements are outlined below and can be found at 2 C. F. R. §200.321.) Failure on the part of the contractor to submit proper documentation may cause the Owner not to execute or to terminate the contract.

(a) The prime contractor must take all necessary affirmative steps to assure that minority businesses, women’s business enterprises, and labor surplus area firms are used when possible.

(b) Affirmative steps must include:

- (1) Placing qualified small and minority businesses and women's business enterprises on solicitation lists;
- (2) Assuring that small and minority businesses, and women's business enterprises, are solicited whenever they are potential sources;
- (3) Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority businesses, and women's business enterprises;
- (4) Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority businesses, and women's business enterprises; and,
- (5) Using the services and assistance, as appropriate, of such organizations as the Small Business Administration and the Minority Business Development Agency of the Department of Commerce.

The prime contractor should note that this requirement mandates two responsibilities. Separate solicitations must be made of minority **and** women's business enterprises.

**SUBMITTAL OF MINORITY BUSINESS ENTERPRISE AND
WOMEN’S BUSINESS ENTERPRISE (MBE/WBE) DOCUMENTATION**

Prior to contract execution, the prime contractor must submit:

- A written certification that no subcontracts will be issued.
- OR -
- The Subcontractor Listing Form detailing all subcontractors from whom quotes were received including name, contact person, address, phone, and status (MBE, WBE or Non).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to MBE/WBE enterprises:

- A certification from each MBE and/or WBE firm declaring its status as a MBE or WBE firm. This can be an MDOT, SBA or MDA certification. A self-certification is acceptable, if the certification specifies the basis for MBE/WBE designation (e.g., the business is 51% owned and daily operation is controlled by one or more women or minority owners).

If subcontractors will be utilized, the prime contractor must submit the following for subcontracts proposed to be awarded to Non-MBE/WBE:

- For all subcontracts for which there are capable certified MBE/WBE firms existing to potentially perform the work, letters transmitted to MBE and WBE firms requesting quotes or proposals for specific subcontracting opportunities and encouraging inquiries for further details. Solicitations should have been sent in a timely manner, including allowed response time.
- A listing of certified MBE and WBE firms from whom quotes or proposals were received, if any, who were not awarded subcontracts.
- Evidence that each Non-MBE/WBE subcontractor selected for the scope of work, was lower in price than each MBE/WBE proposal (or that there is some other acceptable reason to select the Non-MBE/WBE) and that the scope of work was the same for both the MBE/WBE and Non-MBE/WBE.

The contractor may utilize the following resources to assist in MBE/WBE affirmative outreach:

-MDOT Disadvantaged Business Entity (DBE) Website:

<http://sp.mdot.ms.gov/Civil%20Rights/Pages/DBE.aspx>

-MDA Minority Business Enterprise/Women Business Enterprise (MBE/WBE) Directory:

<https://minority.mississippi.org/MinorityBusinessDirectory.aspx>

Should the Prime Contractor intend to later issue a subcontract, the above affirmative steps must be followed, and documentation of such must be submitted to the Owner for review as described under this section.