

**REQUEST FOR QUALIFICATIONS & PROPOSAL**

**FOR**

**AIRPORT MARKETING CONSULTING SERVICES**

**FOR**

**OUTAGAMIE COUNTY REGIONAL AIRPORT**

**DUE BY: JANUARY 30, 2014**

## 1.0 **Introduction and Background**

The Outagamie County Regional Airport (ATW) seeks a company with expertise and experience in airport marketing and advertising. Familiarity with best practices in airport marketing and advertising is desired. The Company will consult on an ad hoc basis with the Marketing Manager. The Airport has robust marketing and advertising programs in place, and is looking for consultation, suggestions, and creative input from time to time.

The Airport's commercial service currently includes three airlines. Allegiant Airlines, in particular, flies to vacation destinations and requires a strong local marketing and advertising presence. The Airport also owns and markets an FBO and an Airport Business Park, both of which will, at times, be included in marketing and advertising campaigns.

Due to the nature of airport marketing, if the Company is currently performing similar consulting services for any airport that is in direct competition with ATW, the Company must disclose the relationship. The County reserves the right to reject any proposal based upon a conflict of interest as determined by the County.

In summary this is intended only to provide prospective companies with a brief familiarization with Outagamie County Regional Airport and to generally advise of future plans. The County does not guarantee the exact accuracy of the statistics herein or that future statistics will be similar.

## 2.0 **Specifications**

Outagamie County Regional Airport currently serves approximately 464,991 passengers annually. On an average day, the Airport is home to over 1,274 visitors. The Airport offers about 18-24 nonstop flights daily to 7 domestic destinations.

The Airport's primary objective is to provide the Fox Valley area with "world class" transportation. The Airport seeks to aggressively promote air service that matches the needs of the Fox Valley area and thereby promotes its economic development. The Company will be working to promote the social and economic value of flying from Appleton and the benefits to local business, to the community and the individual. Messages must also provide information on any changes to ATW's current air service program including the expansion of existing service and the recruitment of new airlines and markets served.

Second, Company will assist in developing brand awareness, marketing materials, and a campaign to support the marketing of ATW Business Park. The Airport owns 53 acres that is ready for lease; the land is already developed with utilities and communications.

Third, marketing and advertising services are needed for special events, sponsorships activities, and trade show materials. Other special events include ground-breakings, ribbon-cuttings, press events, and community events such as Honor Flight. Typically, these types of activities usually involve signage, programs, or other unique event commemoration materials.

Fourth, occasional special projects may be required to develop unique marketing items to be presented to airlines and other tenants to achieve top-of-mind awareness and to demonstrate ATW's creativity on their behalf.

### **3.0 Scope of Service**

The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to assist in developing a mix of television, radio, newsprint, billboards, internet, social media, and printed materials.

Services requested are limited to airport marketing and advertising. The Company should have experience in the following areas-

1. Experience developing and implementing successful creative concepts.
2. Overall knowledge and clear explanations regarding message development and implementation.
3. Knowledge of regional Fox Cities audiences and messaging related to the Airport's market area is desirable.
4. Assistance to the airport in development and preparation of strategic airport marketing efforts, including an annual review of the ATW's competitive position.
5. Knowledge of and ability to monitor, evaluate and modify advertising schedules and messages as needed.
6. Review, critique and edit airport marketing and advertising initiatives.
7. Presence, when necessary, at meetings with advertising and media representatives.
8. Experience in all types of promotional media, including internet and social media.
9. Other specialized analyses or reports as required by the airport.

### **4.0 Contract Term**

We are seeking an initial agreement to commence in early 2014 and continue through 2017. There will be the option of two one-year renewals with mutually agreed upon terms. However, during the term of the agreement the airport may, without cause, terminate the agreement with a 30 day notice.

### **5.0 Insurance and Indemnification**

See Attachment A for the requirements of the awarded Consultant.

### **6.0 Qualification / Proposal Submittal Information**

Provide your original (unbound proposal) and two bound proposal copies (fax or email submittals will not be allowed). Failure to provide all requested information below may result in the rejection of your proposal. Your proposal must include the following –

- Cover Letter (not more than one page).
- Company address, contact information for a primary and backup contact. Include both telephone and email addresses of both contacts.
- Statement of Qualifications – Indicate your Company's particular abilities and qualifications related to the Scope of Services (Section 3.0).
- Pricing – Provide information of the breakdown for pricing of the services requested. Provide rates for 2014 and how the service would be priced for the remainder of the contract.
- Similar Projects – Include information on two similar projects.
- References – Provide three references.

## 7.0 **Contact Information**

Please contact the following if clarification is needed:

### **Airport Information**

Patrick Tracey  
Marketing Manager, Airport  
(920) 968-5757  
[Patrick.Tracey@Outagamie.org](mailto:Patrick.Tracey@Outagamie.org)

### **Purchasing Policy Information**

Nicole Schoultz  
Outagamie County, Purchasing Coordinator  
(920) 832-6083  
[Nicole.Schoultz@Outagamie.org](mailto:Nicole.Schoultz@Outagamie.org)

## 8.0 **Clarification and/or Revisions to the Specifications and Requirements**

Proposer must examine the RFQ/P documents carefully and before submitting you may request from the County's contact person(s) additional information or clarification. A Firm's failure to request additional information or clarification shall preclude the Firm from subsequently claiming any ambiguity, inconsistency, or error.

The County will issue responses to inquiries and any other corrections or amendments it deems necessary in written addendum prior to the due date. Firms should rely only on the representations, statements or explanations that are contained in this RFQ/P and the written addenda to this RFQ/P. Where there appears to be a conflict between the RFQ/P and any addendum issued, the last addendum issued will prevail.

It is the Firm's responsibility to assure receipt of all addenda, which will be posted to the County's website ([www.outagamie.org](http://www.outagamie.org)) then Bids & Proposals and will be referenced under this project. Upon posting, such addenda shall become part of the RFQ/P and binding on Firm(s).

## 9.0 **County Reservation**

Outagamie County openly solicits the best possible value on all of our "Requests for Qualifications & Proposal". Because we are a local government, we are able to purchase directly from many of the state and federal contracts. However, in order to not discriminate against our local proposers, we openly solicit proposals of similar pricing structure from all qualified proposers. In the event that all proposals received are in excess of any existing state or federal contract that is available to Outagamie County, we may at our discretion, reject all proposals, and purchase directly from the vendor awarded the state or federal government contract. Outagamie County reserves the right to accept or reject, any or all proposals, in whole or in part, as deemed in the best interest of the County.

- a. This proposal request does not commit Outagamie County to make an award or to pay any costs incurred in the preparation of a proposal in response to this request.
- b. The proposals will become part of Outagamie County's files without any obligation on Outagamie County's part.

- c. The Proposer shall not offer any gratuities, favors, or anything of monetary value to any official or employee of Outagamie County for any purpose.
- d. The vendor shall report to Outagamie County any manufacturer product price reductions, model changes, and product substitutions. No substitutions are allowed without prior approval from Outagamie County.
- e. Outagamie County has the sole discretion and reserves the right to cancel this proposal and to reject any and all proposals received prior to or after award to re-advertise with either an identical or revised specification.
- f. Outagamie County reserves the right to request clarifications for any proposal.
- g. Outagamie County reserves the right to select elements from different individual proposals and combine and consolidate them in any way deemed to be in the best interest of Outagamie County.

**10.0    Closing Date**

Qualifications / Proposals will be received up to 2:00 pm CT, January 30, 2014.

**11.0    Proposal Submittal Address**

Provide one original and two qualification / proposal copies. Include all information as requested in Section 6.0.

Send proposals to –

Outagamie County Purchasing  
Attn: Nicole Schoultz  
410 S Walnut St (4<sup>th</sup> Floor Finance)  
Appleton, WI 54911

Mark on the outside of your proposal “RFQ – Air Service Development”.

**12.0    Taxes**

Outagamie County is exempt from Federal Excise Tax (39-6005724), Wisconsin Sales Tax (ES 41005), but if there is a tax, such as local or county, it must be shown in the proposal.

**13.0    Method of Procurement**

The method for this procurement is competitive proposal, pursuant to Chapter 22 of the Outagamie County Code of Ordinances. After submission of the written proposal, qualified Proposers may be requested to make an oral presentation to a committee responsible for making final recommendations. The process allows for confidential clarifications, negotiations and revisions.

**14.0    Venue**

This agreement will be governed and construed according to the laws of the State of Wisconsin. This agreement is performable in Outagamie County.

15.0 **Status of Proposal**

Upon award, qualifications and proposals will be considered public record and details will be posted online. Information on status could be obtained from Outagamie County's web site [www.outagamie.org](http://www.outagamie.org) than **Status of Bids/Proposals**.