

SIOUX FALLS REGIONAL AIRPORT

Request for Qualifications

Airport Marketing Consulting Services

INTRODUCTION:

The Sioux Falls Regional Airport Authority is formally requesting Statement of Qualifications for professional services from qualified professional service firms with specific expertise in airport marketing and web site development/management. Familiarity with best practices in airport marketing desired. The company will develop a marketing strategy that will increase awareness of the airport in Sioux Falls and surrounding area and assist in retention of the passengers in our catchment area.

The proposal shall include, but are not limited to the following:

- **Marketing Plan for the next 1-2 years**
- **Web Site Development and Maintenance**

SPECIFICATIONS:

The Sioux Falls Regional Airport (FSD) currently services approximately 1.2 million passengers annually. On an average day, the airport sees 1,600 passengers depart FSD, pre-pandemic. The airport is served by 5 airlines with 22-25 daily flights to 14 destinations.

SCOPE OF SERVICE:

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

Services requested are limited to airport marketing and web site development. The Company should be able to provide examples of proven results and 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 FSD 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 FSD 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. Expertise in all types of promotional media, especially digital and social media, including editorial calendar management of Facebook, Twitter, Instagram, Snapchat and You Tube.
9. Website development with a focus on mobile, content creation, website analytics, and geo-targeting.
10. Public Relations management including press releases, developing media contacts, and ability to deliver media stories on customer activities.
11. Other specialized analysis or reports as required by the airport.
12. Provide metrics/analysis of campaign effectiveness.
13. Consultation/Assistance with sale/placement of in-airport advertising.

CONTRACT TERM

We are seeking an initial agreement to commence on a mutually agreed upon date and continue for one year. There will be the option for two, one-year renewals with mutually agreed upon terms. However, during the term of the agreement the airport may, with cause, terminate the agreement with a 30-day notice.

SELECTION PROCESS:

The Selection Committee will consist of three members:

- Executive Director – Sioux Falls Regional Airport
- Deputy Director – Sioux Falls Regional Airport
- Commissioner – Sioux Falls Regional Airport Authority

The results of the selection process are in sole and absolute discretion of the Sioux Falls Regional Airport Authority and its Selection Committee which may accept or reject any or all Statements of Qualification submitted.

1. The Selection Committee will evaluate each submitted SOQ and select two finalist firms for an interview. Firms not selected for an interview will be notified.
2. The two finalist firms will be invited to make an oral presentation to the selection committee in order to make a final determination. The process will allow for confidential clarifications and revisions.
3. After the selection and ranking process is complete, the Airport Authority will then attempt to negotiate a satisfactory contract with the highest-ranked firm. If the parties are unable to reach an agreement, the Airport will then formally notify the ranking firm that the Airport will no longer seek to enter into an agreement with that firm and that the

Airport will commence negotiation with the next-ranked firms in the same manner until it has reached a satisfactory agreement, at which time it will notify any remaining finalist(s).

STATEMENT REQUIREMENTS:

The Statement of Qualifications shall be limited to 25 pages including all cover letters, tables of contents, resumes or any pre-printed or other promotional material included with the SOQ, whether bound or unbound. Pages left blank or dividers shall not be included in the page count. Interested firms are to submit four (4) complete copies of the Statements of Qualifications. Statement documents should be clearly marked on the outside of the envelope with “Statement of Qualification for Sioux Falls Regional Airport -Marketing Consultant”.

Submittals received after the deadline shall remain unopened and will under no circumstances be considered.

Questions regarding this RFQ must be submitted in writing or be email to the Airport Authority office at the address listed below, no later than Tuesday, April 20, 2021, at 2:00 pm. Oral statements or instructions made by staff, officials, or consultants shall not constitute an amendment to this RFQ; any such amendment must be in writing and issued to all registered parties.

STATEMENT CONTENT:

The Statement of Qualifications shall include the following information, and presented in the following order:

1. A cover letter acknowledging the requirements and conditions of this Request for Qualifications as well as the identify and contact information for the principal of the firm responsible for the submittal of the RFQ.
2. A general description of the proposing firm, including company organizational structure including headquarters and subordinate offices, size of company, recent experience in comparable airport marketing efforts or similar organizations.
3. Statement of Qualifications. Indicate your Company’s particular abilities and qualifications related to the Scope of Services.
4. Discuss the proposed project team and the identification of those key individuals who will be involved in the contemplated projects along with a list of their qualifications, backgrounds, experience, and specific responsibilities.

5. Pricing – Provide information of the breakdown for pricing of the services requested. Provide rates for the initial one-year term.
6. Provide a comprehensive schedule of marketing activities planned and the capability to meet that schedule. The anticipated marketing budget is \$125,000 - \$150,000/year which includes hosting and maintaining the current airport website.
7. Provide recommendations for future website development, security and maintenance of the site.
8. A representative list of three previous clients and projects comparable to the proposed marketing plan. Include contact person, airport, brief project description(s), email address, and phone numbers.

SCHEDULE:

The following schedule identifies major milestones of the selection process and may be modified at the discretion of the Airport Authority.

<u>Activity</u>	<u>Deadline</u>
SOQ Master Planning RFQ Issued	Thursday, April 8, 2021
Questions or Clarifications of Solicitation	Thursday, April 22, 2:00 pm CDST
Last Date for Addenda Issued	Thursday, April 29, 2021, 2:00 pm CDST
<i>Statement of Qualifications Submittal</i>	<i>Friday, May 7, 2021, 2:00 pm CDST</i>
Statement Evaluations	Mon-Fri, May 10-14, 2021
Interviews	Tue-Wed, May 18-19, 2021
Decision on selected firm	Friday, May 21, 2021

Note: Any addendum(s) will be posted to the Airport website, along with this RFQ.

OTHER ITEMS:

1. Clarification and/Revisions to the Specifications and Requirements
 Proposer must examine the RFQ documents carefully and before submitting you may request 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 Airport will issue response to inquires 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 the RFQ and the

written addenda to this RFQ. Where there appears to be a conflict between the RFQ 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 Airport's website (www.sfairport.com) listed under the About the Airport/Business Opportunities, Request for Proposal tab. Upon posting, such addenda shall become part of the RFQ and binding on firms.

2. Airport's Right to Reserve

This proposal request does not commit the Sioux Falls Regional Airport Authority to make an award or to pay any costs incurred in the preparation of a proposal in response to this request.

The proposals will become part of the Airport Authority files without any obligation on the Airport Authority.

The Sioux Falls Regional Airport Authority has the sole discretion and reserves the right to cancel this proposal and reject any and all proposals received prior to or after award to re-advertise with either an identical or revised specification.

FSD 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 the Airport.

SUBMITTAL INFORMATION

Four (4) copies of the Statement of Qualifications will be accepted until 2:00 pm CDST on Friday, May 7, 2021 and shall be submitted to:

Dan Letellier, Executive Director
Sioux Falls Regional Airport
2801 Jaycee Lane
Sioux Falls, SD 57104

Each submitting firm will receive and email acknowledgement of receipt of the SOQ. Any questions regarding this request should be directed to Dan Letellier, Executive Director, 605-367-7375.