

# **METROPOLITAN AIRPORT AUTHORITY**

## **OF ROCK ISLAND COUNTY, ILLINOIS**



QUAD CITY INTERNATIONAL AIRPORT  
P.O. BOX 9009  
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### **Request for Proposal Organizational Rebranding and Website Redevelopment**

The Quad City International Airport is soliciting proposals from regional agencies for the purpose of partnering with internal staff to update the airport's brand and redevelop its website. There is an opportunity for this project to transition to a long-term partnership to provide ongoing marketing support to internal staff.

#### **Organizational Background**

The Quad City International Airport is located in Moline, Illinois, and supports four airlines: American Airlines, Allegiant Air, Delta Air Lines and United Airlines. These airlines offer service to 11 nonstop destinations including major hubs allowing for connections across the globe.

The ease of using the Quad City International Airport is its standout feature for both leisure and business travelers. Centrally located in the Quad Cities region, it is easy to navigate, offers low-cost parking and a stress-free ticketing and security screening experience.

With new leadership in place, the Quad City International Airport is poised to revitalize its brand and its position as the obvious choice for downstate travelers. The airport is making large capital improvements including remodeling the landside terminal. The goal is to not only modernize the space and make it more passenger-friendly but create a design that is authentic to the Quad Cities. Our brand should reflect this as well.

#### **The Challenge**

The airport at one point served 1 million passengers per year. That number has dropped to just over 700,000. One major factor in this decline was the loss of AirTran Airways. Allegiant Air stepped in to fill the gap as a budget travel option and we are seeing some recovery as a result. In 2019, the airport experienced its largest amount of traffic since 2015, serving 721,999 passengers.

Airlines decide where to add service based on a number of factors including current and projected need, and the average price of airfare paid. Airports in Peoria (PIA) and Cedar Rapids (CID) have gained momentum in recent years. A recent leakage study showed Bettendorf travelers are most likely to travel to Chicago airports rather than use downstate options. While other airports aren't necessarily viewed as competitors, we are trying to ensure that those who live closest to the Quad City International Airport see it as their preferred option.

Historically, marketing focused primarily on out-of-home advertising. To our knowledge, the brand has never been reviewed and has only seen slight updates over the years. A public relations and marketing manager position was created late last year with the goal of creating strategic marketing plans with measurable results. The projects detailed in this RFP are to provide the airport with a rebranding strategy that will match the airport's physical transformation as well as better support digital marketing efforts by having a website that is user and mobile friendly, and showcases the best the airport has to offer.

## **Project Scope**

### Branding

The airport is seeking a firm with experience in rebranding organizations (experience with government agencies, tourism and/or transportation preferred). The selected firm will work closely with the airport's public relations and marketing manager, and executive director. It is anticipated that the firm may seek input from other airport staff, its board of commissioners and passengers. We will also ask the firm to work closely with the airport's selected architecture firm, Allliance, to ensure a shared vision of the airport's future.

At the conclusion of the project, the firm will provide the airport with an executable brand package, including detailed treatment of marketing materials, messaging, and a standards manual. While we embrace the opportunity of developing a new logo, we would look to the firm's recommendations as to whether it is needed to achieve our goals.

### Website

The airport is also seeking redevelopment of its website, [qcairport.com](http://qcairport.com), to improve overall functionality and user experience. The website as it stands is not intuitive for travelers or those seeking information about other aspects of the airport's operations. In addition to the existing content, the airport would like to explore adding airfare search/booking, paying for parking and reserving valet, a forthcoming amenity at the airport. More specific needs have intentionally not been included, as it is our belief that extensive work will need to be done and the exact need and scope will be determined in the final selection stages, and as recommended by the firm. The conclusion of this project would include the completion of the site with the opportunity to enter into an agreement for longer-term maintenance and updates. The firm would also provide training to internal staff for basic content management and troubleshooting prior to completion.

### Agency Partnership

With one in-house marketing professional, the airport is exploring partnering with an agency that could provide ongoing support. This partnership would depend on agency capabilities and compatibility, satisfaction at the conclusion of the above mentioned projects or may result in an additional RFP.

## **Submittal Requirements**

Proposals must be limited to 25 pages or less, exclusive of cover sheet and transmittal letter. Firms wishing to be considered should submit a proposal with the following elements:

1. Name, size and description of firm.
2. Location of main office and office where work will be accomplished.
3. Qualifications and previous experience relevant to the airport's identified projects.
4. Portfolio of previous design and web work.
5. Resumes of key personnel assigned to the project.
6. Work experience conducted for public agencies, tourism and/or transportation.
7. List of at least 3 references, including names, addresses and telephone numbers, from organizations where similar work has been completed.
8. Proposed strategy and work plan to meet identified project goals and scope of services.

Please submit three (3) copies by close of business Feb. 18 to:

Ashleigh Johnston  
Public Relations and Marketing Manager  
Metropolitan Airport Authority of Rock Island County  
2200 69<sup>th</sup> Ave, PO Box 9009  
Moline, IL 61265

Top firms will be invited to give an in-person presentation to the executive director and public relations and marketing manager. Details on the requirements and timing for the presentation will be shared once the firms are selected.

Questions can be directed to [ajohnston@qcairport.com](mailto:ajohnston@qcairport.com).