



RAPID CITY REGIONAL AIRPORT REQUEST FOR PROPOSALS For Marketing Services

Sealed Proposals will be accepted until October 5, 2022, at 2:00 PM, MT, by the Rapid City Regional Airport (Airport), 4550 Terminal Road, Suite 102, Rapid City, SD 57703, to provide the Airport with Marketing Services in accordance with the conditions stated in the RFP package.

RFP documents may be obtained from Megan Johnson, Marketing, Communications and Air Service Development Manager, by email at megan.johnson@rcgov.org.

The Airport reserves the right to reject any and all proposals, award multiple contracts to more than one Proposer, to waive any minor irregularities in the process, to negotiate with any Proposers, and to accept the proposal considered in the best interest of the Airport.

The Rapid City Regional Airport, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat.242, 42 U.S.C. §§ 2000d to 2000d-4) and the regulations, hereby notifies all bidders that it will affirmatively ensure that for any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

Publication Dates: August 26, 2022
September 2, 2022



Rapid City Regional Airport
4550 Terminal Road, Suite 102
Rapid City, SD 57703

TO: Prospective Marketing Services Proposer

FROM: Patrick Dame, CM, Executive Director

DATE: August 26, 2022

SUBJECT: Marketing Services Request for Proposals

Thank you for reviewing this Request for Proposals. We appreciate your interest in providing Marketing Services for Rapid City Regional Airport.

Please read the information in this packet thoroughly. Proposals may be disqualified because they do not comply with all of the requirements of the Airport's Request for Qualifications process. We want your proposal to be evaluated on its merits, and not be deemed non-responsive.

The *proposed* time schedule as related to this procurement is as follows:

August 26, 2022	RFP Released
September 19, 2022	Written Questions Due
September 22, 2022	Responses/Addenda posted
October 5, 2022	Proposals due
October 17-21 2022	Interviews (if needed)
November 8, 2022	Recommendation to Airport Board

Written questions regarding this RFP may be emailed to megan.johnson@rcgov.org by September 19, 2022.



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1. INTRODUCTION

The City of Rapid City by and through its Rapid City Regional Airport (Airport) is seeking to establish a Contract with a qualified Marketing Services Agency to provide a complete Strategic Marketing Plan including creative production and media placement services for the Airport. The Proposer (Agency) shall demonstrate excellence in quality marketing solutions, creativity and implementation, customer service and collaborative relationships.

The Airport reserves the right to accept or reject any or all Proposals, negotiate with any Proposer, award multiple contracts to more than one Proposer, to waive any informalities and irregularities in the Proposal submission process, to extend the date for submittal of responses, to request additional information from any or all Proposers, to supplement, amend or otherwise modify the RFP prior to the closing date and time, to cancel this request with or without the substitution of another RFP, to re-solicit or cancel the procurement process, and to accept a Proposal which is considered to be in the best interest of the Airport.

This RFP does not obligate the Airport to enter into a Contract or pay any costs incurred in the preparation of a Proposal pursuant to this RFP or incurred in subsequent negotiations. It is the intention of the Airport to negotiate a Contract with the Proposer it deems most beneficial to the Airport. During the Proposal evaluation process, the Airport may request additional information or clarification from Proposers.

1.1 Equal Employment Opportunity

Airport is an Equal Employment Opportunity (EEO) organization, which does not discriminate on the basis of race, religion, color, sex, age, marital status, national origin, sexual orientation, or the presence of any sensory, mental or physical disability in consideration of a contract award. The successful Proposer will be required to comply with all federal, state, and local laws and regulations.

1.2 Disadvantaged Business Enterprise (DBE) Eligibility

DBE firms are encouraged to submit a Proposal. Firms who propose to participate as a DBE must meet the experience and economic guidelines as set forth in 49 CFR Part 23 and 26 and should submit their DBE Plan and the DBE firms that will participate in this service.



2. SUBMITTING YOUR PROPOSAL

Sealed proposals shall be submitted by 2:00 PM, MT, October 5, 2022, and delivered to:

Attn: Megan Johnson
Rapid City Regional Airport
4550 Terminal Road, Suite 102
Rapid City, SD 57703

Limit your proposal content to 26 pages. (Thirteen (13) physical pages duplexed for a total of 26 pages of content.) This shall include the cover transmittal letter and table of contents. Sections 2.1 C. Key Personnel, 2.1 D. Account Executive, and 2.1 F. Agency Qualifications, Experience and References may be added as Exhibits in addition to the 26 pages. Submit one (1) original proposal along with three (3) paper copies of the proposal and one (1) electronic PDF file containing the proposal on a compact disk (CD) or Universal Serial Bus portable flash memory card (USB flash drive) in an envelope that is completely sealed. In bold lettering, mark the sealed envelope with the following words: **"MARKETING SERVICES RFP."** The original proposal must be signed, in ink, by an officer of the Proposer who is legally authorized to bind the Proposer to the proposal.

Faxed or emailed copies will not be accepted. All responsive Proposals become the property of the Airport and must be provided without cost to the Airport. Except as otherwise provided for herein, Proposals which are incomplete or which are not in conformance with the law, may be rejected as non-responsive. All Proposals will be time-stamped upon receipt and any Proposals received after the time specified above will be returned unopened.

Submission of a Proposal shall constitute an acknowledgment that the Proposer has thoroughly examined and is familiar with this RFP and any Addendum which may be issued. The failure or neglect of a Proposer to receive or examine any RFP documents or Addendum shall in no way relieve Proposer from any obligation with respect to the Proposal or the obligations that result from submitting a successful Proposal. No claim based upon lack of knowledge or understanding of this RFP or its contents shall be allowed. The provisions and terms of the Contract may be revised or adjusted by the Airport prior to final execution.

Proposer shall assume full responsibility to review and evaluate the entirety of this RFP, the appendices hereto and any Addendum which may be issued, and to become fully informed of the detailed instructions and requirements of this RFP and the future Contract



expectations. Each Proposer shall judge for itself all conditions and circumstances within this solicitation having relationship to its respective Proposal.

2.1 Proposal Contents

RFP responses must be completed and prepared in a form that provides an insightful, straightforward and concise overview of the capabilities of your Agency. Additional facts and information other than those listed below may be included if it will help to highlight your Agency's qualifications and experience.

- A. Cover Transmittal Letter** – Cover Letter shall include the legal name of the Proposer, office and email address, telephone and fax numbers, and the name, title and signature of the person authorized to submit the proposal on behalf of the Company. The Cover Letter should also acknowledge that the Proposer will comply with all the terms and conditions set forth in the Request for Proposal, unless otherwise agreed by the Airport.
- B. Agency History and Facts** – Provide the following:
- Ownership structure, names, titles, and length of service of the Agency principals.
 - The size of the Agency in number of employees.
 - Type and number of years of experience providing marketing services.
 - A brief description of vendors, partners or subcontractors, if applicable, to be involved and their relationship to the services to be provided.
 - All current and/or former travel and tourism industry accounts/clients signed with your Agency as well as contact information for each.
- C. Key Personnel** – Provide the following:
- A list of all key personnel who will have direct and significant responsibilities for providing the work/services, and a listing of other accounts to which they are currently assigned.
 - For each person specified, please state their experience and qualifications relevant to their ability to manage/work on the Rapid City Regional Airport's account.
- D. Account Executive** – The Agency must provide an "Account Executive" that will be the day-to-day contact person for the Airport. The "Account Executive" should have at least five (5) years of experience in professional marketing services and consultation.

- Include name of representative(s), titles, licenses, certificates, and fields of expertise.
- Attach resume as part of an appendix to the Proposal.

E. Executive Summary – The Executive Summary should contain an outline of your general approach to the provision of services in addition to a brief summary of your qualifications to engage in a professional service relationship with the Airport.

- Describe why your Agency is the best fit for Rapid City Regional Airport, why your firm is the best qualified to do the work laid out in this RFP, why you are passionate about promoting the Black Hills, and, finally, what sets you apart from other marketing agencies seeking our work.
- Demonstrate a capable working knowledge of the Rapid City Regional Airport.
- Briefly describe what your Agency's philosophy is when it comes to tourism-specific advertising and marketing.
- Briefly describe your Agency's philosophy/approach on the role you think the client should play in the development of effective advertising and marketing.

F. Agency Qualifications, Experience and References – The successful Agency must have at least seven (7) years of experience in the field of developing and implementing professional marketing strategies and providing marketing consultation.

- Describe your Agency's experience working with other clients involving the size and level of the complexity of the proposed Scope of Services.
- Include past (relevant) experience and at least three client references, with contact names and information.

G. Services – Provide comprehensive details of the types of services offered by your Agency.

- Demonstrate your Agency's experience with development and execution of marketing strategy plans.
- From a creative standpoint, describe TWO (2) campaigns your Agency has created and worked on that you are proud of. Provide hard copy samples of some of the creative – and any other relevant elements that were a part of those campaigns.
- Please describe your Agency's most significant achievement in the past five years.

- Describe your Agency's video (broadcast, cable satellite, and alternative), print, audio, direct mail, and out-of-home (OOH) experience and capabilities. Please use specific examples when describing your strategies and capabilities.
- Describe your Agency's digital marketing experience and capabilities including display, native, rich media, paid social and paid search. Please use specific examples when describing your strategies and capabilities. Explain how you measure and define the success of campaigns.
- Describe your Agency's approach when tracking, monitoring, and reporting marketing campaigns.

H. Additional Data – Provide additional information about the Agency as it may relate to this RFP.

I. Fee for Services – Provide an hourly fee structure for the Scope of Services outlined in Section 6 of this RFP. Identify all costs including estimated expenses to be charged for performing the services necessary to accomplish the objectives of the Contract. Submit a fully detailed **annual** budget including staff costs, hourly rates for all proposed team members, any expenses necessary to accomplish the tasks and to produce the deliverables under the Contract.

2.2 Modification or Withdrawal of Proposals

Proposals shall not be returned unless a written request to withdraw is received prior to 2:00 PM, MT, on October 5, 2022. Any Proposal submitted will be deemed to be valid for a period of up to 90 days following the closing date of the RFP (October 5, 2022). Timely Proposals received shall be subject to applicable laws and regulations governing public disclosure. Submission of a Proposal indicates acceptance by the Proposer of the conditions contained in this RFP, and the intent to enter into a Contract with the Airport. No oral, telephonic, or electronic responses or modifications to a Proposal will be considered.

2.3 Proprietary Information

All materials submitted in response to this RFP shall become the property of the Airport and shall be considered a part of the public record of the Airport except for any proprietary financial information that should be clearly marked as confidential. Information that is considered by a Proposer to be proprietary is still subject to release as a component of an open records request subject to review by the City Attorney. Proprietary information should be clearly marked as “confidential” or “proprietary” on each page on which the information appears. Proposers should not expect the Airport to seek confidentiality protection for any

claimed privileged or proprietary information in the written Proposal just because the material is marked “confidential” or “proprietary.” For any essential information that the Proposer reasonably believes can be defended as being exempt from disclosure under South Dakota’s Open Records Laws, the information must be capable of being separated or redacted from the Proposal, and should be clearly and specifically marked.

3. ADDITIONAL REQUIREMENTS

3.1 Insurance

The Proposer shall, during the whole of the term and during such other time as the Proposer occupies the premises, take out and maintain insurance, in such form and with such companies as the Airport may reasonably approve. Insurance coverage and endorsements will be addressed in the Contract with evidence of insurance provided to the Airport upon execution of the Contract.

3.2 Disclaimer

It is the responsibility of each Proposer to investigate and be satisfied as to the facts and conditions prior to submitting a Proposal. The Airport makes no representation or warranties and accepts no responsibility for the accuracy or completeness of any information supplied. Proposers are responsible for obtaining their own independent financial, legal, accounting, and technical advice on all proposal matters. Any failure to become fully knowledgeable shall be at the Proposer’s sole risk. The Airport assumes no responsibility for any interpretations made by Proposers on the basis of information provided in this RFP or through any other source.

3.3 Assets

All work products prepared by the selected Proposer and its subcontractors pursuant to the Contract, including, but not limited to, creative work, reports, work papers, and exhibits shall be and remain the property of the Airport and shall be made available and/or delivered to the Airport at any time at the Airport’s request. A set of each document shall be provided to the Airport for its files. The selected Proposer may retain copies of such documents as part of its record of professional activity. The selected Proposer will retain pertinent records relating to the Scope of Services performed in connection with the Project for a period of three (3) years following completion of the Project, during which three (3) year period said records would be made available to the Airport at reasonable times.

The selected Proposer will provide a copy of raw or working files and materials generated on their behalf for reproduction purposes. This will ensure brand standards and graphic treatments are used consistently throughout all messaging not done by the selected Proposer.

3.4 Personnel Management

The selected Proposer shall agree and understand that Rapid City Regional Airport shall have the right to approve or disapprove of any of the selected Proposer's personnel assigned to the account. Furthermore, the selected Proposer must obtain the verbal and/or written approval prior to replacement of any previously approved account team member. The selected Proposer shall agree and understand that Rapid City Regional Airport shall have the right to request replacement of any person assigned to the account team for any reason. Unless the situation regarding the selected Proposer's assigned personnel requires immediate replacement, the Proposer shall be allowed at least fourteen calendar days after notification to replace the account team member.

3.5 Contract Duration

A sample Marketing Services Contract (Contract) is included in this solicitation as **Exhibit A**. The initial term of the Contract is anticipated to be three years from January 1, 2023 through December 31, 2025.

No price escalation will be allowed during the initial term of the Contract. If it is mutually decided to renew beyond the initial period and the selected Proposer requests a price increase, they shall provide sufficient written certification and documentation to substantiate the request. Documentation shall include, but not be limited to: actual materials invoices, copies of commercial price lists, provision of appropriate indices, etc. which reflect said increases. The Airport reserves the right to accept or reject price increases, to negotiate more favorable terms or to terminate (without cost) the future performance of the Contract.

3.6 Prohibition Against Lobbying

Proposers shall not lobby, either on an individual or collective basis, the Airport (its associated City employees, board members, or outside advisors) or any federal, state, or local elected or public officials or staff regarding this RFP or its written Proposal. Proposers, Proposer's acquaintances, friends, family, outside advisors, agents, or other representatives shall not contact the Airport (its associated City employees, or outside advisors) or any federal, state, or local elected or public officials or Airport staff to arrange meetings, visits, or

presentations to influence the outcome of the selection process. Violation of this provision, by or on behalf of a Proposer, intentionally or unintentionally, will result in disqualification of the Proposer and/or rejection of a written Proposal.

By submittal of a Proposal pursuant to this RFP, the Proposer certifies that no fee or commission, or any other thing of value, has been paid or agreed to be paid to any employee, agent, representative, official or current Agency of the Airport in order to procure the Contract described in this RFP. The Proposer also certifies that the financial information in its proposal has been arrived at independently and without consultation, communication or agreement with the Airport, or other Proposers, to restrict competition as to any matter relating to this RFP.

3.7 Compensation Terms

Compensation is provided based on the three categories of Services as presented in this Agreement: Strategic Marketing Consultation, Production Services and Media Placement. All Services provided by the Proposer will be presented as a Proposal to the Airport on a project by project basis including all estimated costs for said project. Compensation will be based on each approved Proposal with no monthly retainer paid as part of this Agreement. Proposals are valid for thirty (30) days from the date they are submitted. No work shall begin on any project until it has been approved by the Airport.

Selected Proposer will provide billing statements on or before the twelfth business day of each month for all elements which have been completed during the previous month including consultation, production & media. In the event that billable projects are extended over a period of more than sixty (60) days, projects will be billed in-progress. Payment is due forty-five (45) days after the invoice is received.

In addition to billing statements, selected Proposer will provide Airport with detailed documentation of media placement and reimbursable expenses. Selected Proposer will also provide copies of all tear sheets generated by media companies, as soon as they become available, detailing fulfillment of all media placement.

3.8 Changes and Extra Services

The Airport may make changes within the general scope of this Contract. If selected Proposer is of the opinion that any proposed change causes an increase or decrease in the cost/and or the time required for performance of this Contract, selected Proposer shall so notify the

Airport of that fact. Any agreed-upon changes will be reduced to writing amending this Contract through Addendum signed by both parties.

Any changes to the guidelines of a project that result in budgetary changes must be agreed upon by both parties in writing. Should an initiated project be cancelled prior to completion, selected Proposer will bill Airport based on the number of hours and any out-of-pocket expenses associated with the canceled project.

The Airport may request selected Proposer to perform extra services not covered by the Scope of Services as set forth in this Contract. Selected Proposer shall perform such extra services and will be compensated for such extra services provided they are reduced to writing amending this Contract through Addendum signed by both parties.

The Airport shall not be liable for payment of any extra services nor shall selected Proposer be obligated to perform any extra services except upon such written Addendum.

4. QUESTIONS, INQUIRIES AND CONTACT WITH AIRPORT STAFF

The Airport is committed to providing all interested parties with accurate and consistent information in order to ensure that no Proposer obtains an undue competitive advantage. To this end, from the date of this RFP through award of contract, the Airport contact is: Megan Johnson, Marketing, Communications and Air Service Development Manager.

All questions from Proposers must be submitted in writing, electronically, to megan.johnson@rcgov.org by September 19, 2022. It will be the sole responsibility of the Proposer to ensure questions are submitted in a timely manner. Answers to questions, other clarifications and/or Addendums will be posted on the Airport's web site. It shall be the Proposer's responsibility to monitor the Addendums that may be issued under and as a part of this RFP. Copies of this RFP, and any Addendum issued, will be available at: <https://rapairport.com/category/projects/>.

Any Addendums so issued are to be considered a part of this RFP document. Therefore, receipt of all Addendums issued during this RFP must be acknowledged on the Signature Page included with your Proposal.

5. AIRPORT BACKGROUND

The Rapid City Regional Airport is owned by the City of Rapid City and governed by a semi-autonomous board that operates the Airport on behalf of the City. The Board is comprised of mayoral appointees who are confirmed by the Rapid City Common Council. The voluntary appointments serve five year terms with a maximum of two consecutive terms. The Board is responsible for the general oversight of the Airport with the ability to sign contracts and authorize expenditures needed to operate the Airport.

The Airport is a vital transportation hub for the region with both commercial and general aviation activities. It provides over 600 jobs and contributes approximately \$200 million directly to the local economy. It is the second largest airport in the State of South Dakota and is recognized by the FAA as Non-Hub Primary Airport. Rapid City Regional Airport is the gateway to Mount Rushmore, the Black Hills and Western South Dakota.

5.1 Passenger and Market Information – The Airport is currently served by the following airlines and their partners to the following destinations. 2022 Flight schedule is subject to change by the airlines.

2022 Airline Information

City	Designation	Airline
Charlotte	Seasonal	American
Chicago	Seasonal	United
Chicago	Seasonal	American
Dallas – Fort Worth	Year Round	American
Denver	Year Round	United
Las Vegas	Year Round	Allegiant
Minneapolis	Year Round	Delta
New York	Seasonal	American
Newark	Seasonal	United
Phoenix - Mesa	Year Round	Allegiant
Phoenix	Seasonal	American
Salt Lake City	Seasonal	Delta
Houston	Seasonal	United



2021 Airline Information

*Rally = Aug 6, 2021 - Aug 15, 2021

*Seasonal = Approximately Memorial Day - Labor Day

City	Designation	Airline
Appleton	Rally	Allegiant
Atlanta	Seasonal	Delta
Charlotte	Seasonal	American
Chicago	Seasonal	American
Chicago	Seasonal	United
Dallas	Year Round	American
Denver	Year Round	United
Detroit	Seasonal	Delta
Grand Rapids	Rally	Allegiant
Houston	Seasonal	United
Indianapolis	Rally	Allegiant
Knoxville	Rally	Allegiant
LaGuardia-New York	Seasonal	American
Las Vegas	Year Round	Allegiant
Los Angeles	Seasonal	Allegiant
Mesa-Phoenix	Year Round	Allegiant
Minneapolis	Year Round	Delta
Nashville	Rally	Allegiant
Newark	Seasonal	United
Peoria	Rally	Allegiant
Phoenix	Seasonal	American
Pittsburgh	Rally	Allegiant
Punta Gorda	Seasonal	Allegiant
Salt Lake City	Year Round	Delta
Sanford-Orlando	Rally	Allegiant



Top O&D Markets – Year Ended 3rd Quarter 2021*:

Destination	O&D Passengers	O&D Revenue	Average Fare \$
Phoenix, AZ (AZA)	42,116	2,969,752	71
Las Vegas, NV	27,378	2,602,898	95
Dallas, TX (DFW)	25,333	4,388,544	173
Minneapolis, MN	20,811	3,677,176	177
Atlanta, GA	14,201	2,610,304	184
Chicago, IL (ORD)	14,056	2,721,084	194
Phoenix, AZ (PHX)	13,305	2,241,773	168
Orlando, FL (MCO)	12,970	2,538,499	196
Charlotte, NC	11,724	1,919,912	164
Los Angeles, CA	11,437	1,701,839	149
Denver, CO	10,765	2,064,169	192
Houston, TX (IAH)	10,729	2,113,059	197
Newark, NJ	9,722	2,120,134	218
Tampa, FL	9,218	1,727,740	187
Seattle, WA	8,796	1,725,222	196
Nashville, TN	8,228	1,505,047	183
Salt Lake City, UT	8,051	1,400,574	174
Philadelphia, PA	7,272	1,557,127	214
Boston, MA	6,820	1,662,252	244
Sacramento, CA	6,614	1,395,298	211

Yearly Passenger Statistics:

View up to date 2022 passenger statistics at:

<https://rapairport.com/2022-passenger-numbers/>

Year	Enplaned Passengers	Deplaned Passengers	Total
2021	348,269	342,471	690,740
2020	185,592	188,487	374,079
2019	351,096	354,333	705,429
2018	310,810	315,108	625,918
2017	295,215	300,721	595,936



5.2 Existing Marketing Efforts

In recent years, the Airport has invested approximately \$190,000 annually in marketing specific geographic targets that are now flying into Rapid City. Target audiences have included Outdoor Families, Active & Affluent, Active Empty Nesters, and All Audiences. Various digital tactics have been employed for maximum budget efficiencies.

- Past strategies include, but are not limited to:
- Search Engine Marketing
- Display and social retargeting utilizing pixels from partner DMO's
- OTA Advertisements
- National print placement
- Email Marketing

6. SCOPE OF SERVICES

The Airport is seeking proposals from qualified Proposers for the development of a Strategic Marketing Plan with various tactics, creative and production services, and media placements to promote the Rapid City Regional Airport as the gateway to Mount Rushmore, the Black Hills and Western South Dakota.

The Scope of Services will be performed as requested by the Airport at various times throughout the duration of the Contract. Proposer may wish to propose elements in addition to those presented herein that Proposer deems necessary to provide a comprehensive program.

The Scope of Services will include development of a Strategic Marketing Plan including, but not limited to, creative development and implementation of a sustained (36 months), multifaceted marketing campaign; leveraging stakeholder and media partnerships where possible; and media planning, placement and purchasing for the advertising campaign (both traditional and digital marketing). **Heavy emphasis will be placed on internet target marketing of our top O&D markets for inbound traffic into the Airport.** There may be some local targeting throughout the course of the Contract, which will be minimal.

In order to achieve the Plan's objectives, the Airport is committed to providing a budget that will support a substantial and sustained campaign presence over the length of the Contract. The budget will provide for creative services, media placement and purchase, and all

associated professional fees. Selected Proposer will assume responsibility for contracting the services of outside suppliers as needed, including allocation of compensation from the outlined Airport budget.

It is important that all Proposers recognize that an award of a Contract under a particular component does not guarantee exclusivity to perform all the tasks described under the component. Rapid City Regional Airport reserves the right to assign work to any offeror as they see fit. Some tasks listed in the following components may also be kept as operational activities internally with the Airport.

6.1. Strategic Marketing Plan Development

The role and responsibilities of the selected Proposer (Agency) include:

- Preparing marketing strategies using information provided in intake meetings and Agency briefs, taking into consideration other marketing activities coordinated outside the Contract.
- Identifying emerging technology and trends to enhance brand recognition by executing robust, innovative, creative strategies and campaigns.
- Providing detailed objectives, strategies and methods of execution to be undertaken, including measures to assess effectiveness to determine if objectives are met.
- Working on behalf of the Airport to develop partnerships with other travel industry businesses for leveraged and collaborative marketing campaigns.

6.2. Creative and Production Services

The role and responsibilities of the Agency include:

- Developing and producing a creative marketing campaign in support of the identified marketing strategies, creative briefs and guidance from the Airport.
- Attending client briefings and meetings, and participating in conference calls as required.
- Providing copy direction and ensuring overall quality of copy elements from concepts to final materials, including all digital advertising creative materials and any other marketing materials in support of digital advertising activities.

6.3. Media Services

The role and responsibilities of the Agency include:

- Developing a media plan and calendar based on the identified marketing strategies and tactical plans. Media plans could include, but may not be limited to:

- Campaign timing, Media selection and rationale, media placements and costs; media weights, reach frequency and ad formats; media properties and cost by property; total media budget; flight plan, flow chart of activity and media exposure.
- Coordinating timely delivery of creative materials in the proper formats for trafficking, in accordance with production requirements.
- Providing ongoing media consultation. Reviewing and evaluating media opportunities and options as they are presented or arise.
- Presenting final media plan and schedule, including scheduling and rotation of ad creative, detailed media budgets, deadline dates, positioning, relative discounts, blocking charts, material instructions and ad production specifications.
- The Agency must have the financial capacity to contract and purchase media without advance payment by Rapid City Regional Airport.
- For its media placement services, Agency will receive a media commission of 15% applicable on all traditional and digital paid media that is placed on behalf of the Airport such as television, radio, magazine, newspaper and online paid advertising including search engine marketing (SEM).

6.4. Reporting and Communication

The Agency will be required to report to and communicate with the Airport as follows for all work performed under the Contract:

- Provide contract reports, as required, including, but not limited to: discussion points, decisions and next steps, as applicable.
- Every month, the Agency will be expected to submit an update on the status of the budget.
- Provide monthly performance monitoring reports and analysis for digital campaigns, including, but not limited to: impact summary, insights and recommendations, as applicable.
- Provide post-mortem reports for all campaigns executed, as required, including but not limited to: summary from planning to completion, including results against planned objectives, lessons learned and recommendations, as applicable.
- Audit all electronic, print and web invoices for proof of performance. Agency will analyze the delivery on all invoices to ensure projected media goals are delivered as planned and will negotiate make-goods if necessary.
- Provide a real-time dashboard resource that tracks spending and impressions by time period and medium.

6.5 Affiliate Marketing Program

The Agency will assist in implementing an Expedia booking widget on Rapid City Regional Airport's website.

- Agency will establish and maintain an affiliate program to monetize the Airport's website.
- On a monthly basis, the Agency will report generated commission. All accumulated revenue will be applied to any marketing efforts by the Agency.

7. SELECTION PROCESS

A Selection Committee will review all qualified Proposals. The Selection Committee reserves the right to contact any or all of the qualified Proposers during the review process for clarification to assure full understanding of, and responsiveness to, the RFP requirements. This may mean that Proposer(s) will be asked to sit for a committee interview. Questions and interviews are at the sole discretion and option of the committee and may not be afforded to any or all Proposer(s).

After the Proposals are reviewed, the Selection Committee will make their selection recommendation to the Airport Board of Directors. After the recommendation is made, the Airport Board will determine which proposal, if any, will be accepted. The Airport Board reserves the right to accept or reject any committee recommendation.

An award shall be made to the responsible Proposer whose proposal conforms to the solicitation and is determined in writing to be the most advantageous to the Airport taking into consideration price and the evaluation factors set forth in the request for proposals. No other factors or criteria may be used in the evaluation. The Contract file shall contain the basis on which the award is made. Written notice of the award of a Contract to the selected Proposer shall be promptly given to each Proposer. The Airport may reject any and all proposals and readvertise for proposals if none of the proposals are satisfactory, or if the Airport believes any agreement has been entered into by the Proposers to prevent competition.

Each section contained herein, any addenda and the submittal from the selected Proposer shall also be incorporated by reference into the resulting Contract.

Following the acceptance of a proposal, the selected Proposer and the Airport must reach a contractual agreement prior to the start of any work for which the Airport would be

obligated. November 8, 2022 is the deadline for Proposer to enter into the resulting Contract after being selected.

7.1 Scoring Criteria

The following are the criteria that will be utilized when scoring:

- A. Creativity – 6 points

- B. Personnel Experience and Stability - 4 points

- C. Cost of Services - 4 points

- D. Philosophy and Methodology – 6 points



8. SIGNATURE PAGE

The undersigned Proposer, having examined these documents and having full knowledge of the condition under which the work described herein must be performed, hereby proposes that she/he will fulfill the obligations contained herein in accordance with all instructions, terms, conditions, and specifications set forth; and that she/he will furnish all required products/services and pay all incidental costs in strict conformity with these documents, for the stated prices as payment in full.

Submitting Proposer (Agency): _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Representative (print): _____

Authorized Signature: _____

Date: _____ Email: _____

Phone #: _____

EXCEPTIONS/DEVIATIONS to this Statement of Qualification shall be taken below. If adequate space is not provided for exceptions/deviations, please use a separate sheet of paper. If your company has no exceptions/deviations, please write "No Exceptions" in the space below.

FIRM PRICING - Offered prices shall remain firm for a minimum of 90 days after the due date of this solicitation unless indicated otherwise. Accepted prices shall remain firm for the duration of the Agreement.



ADDENDA – <https://www.rapairport.com/about-the-airport/doing-business>. It is Proposer’s responsibility to check for issuance of any addenda at the above website. The authorized representative hereby acknowledges receipt of the following addenda:

Addenda Number: _____ Date: _____

Addenda Number: _____ Date: _____

Addenda Number: _____ Date: _____

