

Friedman Memorial Airport Authority

REQUEST FOR PROPOSALS TO PROVIDE COMMUNICATIONS AND GRAPHICS DESIGN SERVICES

Friedman Memorial Airport
Airport Manager's Office
1616 Airport Circle
Hailey, ID 83333

Upon review of all proposals, the Friedman Memorial Airport Authority (FMAA) may enter into discussions with a proposer(s) to negotiate a contract. Any such contract is subject to approval by the FMAA. The FMAA reserves the right to accept or reject any or all proposals or suggested contracts.

Disadvantaged Business Enterprises (DBE) are encouraged to submit. Selection will be based on qualifications.

SECTION I

REQUEST FOR PROPOSALS (RFP) - BACKGROUND

The Friedman Memorial Airport Authority (FMAA) is seeking a Consultant to work closely with the Airport Manager and SUN staff to provide professional communications and graphics design services to ensure a message consistent with the mission of FMAA and SUN. FMAA's communications and graphics design materials serve a variety of purposes informing and educating the public about FMAA and SUN programs, services and special projects.

Communications and graphic design projects may include, but not be limited to:

Communications

- Development and implementation of a formal communications plan
- Monthly airport newsletter
- Development and implementation of a Disaster Communications Plan
- Online and print communications through emails
- Social media communications
- Radio communications
- Annual reports
- Attendance at special functions and public meetings as a representative of FMAA

Graphics Design

- Website updates and/or maintenance
- Brochures
- Flyers
- Signage
- Advertisements
- The creation of a professional community focused brand identity and other published materials as requested by the FMAA.

Proposers can submit for communications services or graphics design services separately, or for both.

SECTION II

TERMS & CONDITIONS

The selected Consultant(s) shall enter into a written agreement with FMAA to provide the services identified in the General Scope of Services included herein. The General Scope of Services may be modified, as mutually agreed to in writing by FMAA and Consultant. All provisions of the final agreement must be in accordance with requirements set forth herein and in compliance with Idaho State Law and City of Hailey and Blaine County Ordinances. Consultants shall include as part of their proposal a list of any proposed changes to the draft agreement.

TERM OF AGREEMENT

The term of agreement with Consultant shall expire three (3) years from the date the written agreement is executed. The agreement will include the option for two (2) one-year extensions to be agreed upon by written approval of both FMAA and Consultant. FMAA reserves the right to cancel the agreement at any time.

RIGHT TO REJECT/WAIVER OF IRREGULARITIES

The FMAA reserves the right to reject any and all proposals and to waive any irregularity, informality or technicality in proposals received in the interest of FMAA.

PUBLIC INFORMATION

Consultants are hereby advised that the information provided as part of all submissions shall become FMAA property at the time of submission and will not be returned to the Consultant unless requested. Information contained in the proposals will be available to the public upon inquiry immediately following the execution of a written agreement with FMAA's selected Consultant.

FMAA'S RIGHT TO NEGOTIATE CHANGES

The FMAA reserves the right to negotiate changes in services as may be required throughout the term of the resulting agreement.

SECTION III

GENERIC SCOPE OF SERVICES

As requested by FMAA, Consultant(s) shall provide the following services:

Primary Communications Services:

- A. Work with FMAA and Airport Manager to develop and implement a general airport communications plan that incorporates FMAA and airport goals, objectives, and strategies to promote topics of Board/airport interests and the image of the airport within the community. Communications plan elements should include:
 - a. Advice and recommendations for airport promotional strategies aimed at improving public awareness and image of the airport.
 - b. Identification of appropriate communications channels and tactics, both traditional and non-traditional media, as well as social media, to meet the identified communications goals, objectives, and strategies. Channels and tactics used by the Consultant should be adaptable and responsive to rapidly changing conditions and needs of the Airport, aviation industry, and the community.
 - c. A comprehensive media plan designed to reach proposed target audiences in venues such as print, television, radio, internet/website, social media, and or advertorials.
- B. Work with the Airport Manager to develop and publish a monthly newsletter including identification of potential topics and the associated research of such topics.
- C. Work with the Airport Manager to develop strategies to work with other airport stakeholders and the community to provide “two-way” communication opportunities.
- D. Work with the Airport Manager to develop an airport Crisis Communications Plan. The purpose of the Crisis Communications Plan is to document SUN’s process for effectively providing crisis communications support at the time of a crisis or potential crisis.
- E. Provide promotional and other marketing services that may include but are not limited to conceptual and creative development, copywriting, social media planning and implementation, television and radio production, audio and video production, mobile marketing, and media planning and buying services.

Communications Support Services

- F. Attend monthly board meetings where consultant will report on work completed, and make recommendations on future efforts.
- G. Attend at minimum, bi-weekly brief/planning meetings with the Airport Manager.
- H. Services may include management of the collection and evaluation of attitudinal research, pre-test and/or post-test analysis, or other customer research. Contractor is not required to possess market research capabilities for this RFP but can submit this qualification if desired.

Graphics Design Services:

- I. Design, develop and deliver promotional materials for designated initiatives and events.
- J. Design, develop and deliver airport branding materials.

- K. Provide graphic design and production and website maintenance and design.
- L. Create and design airport informational and promotional materials including online and print resources.

SECTION IV

DOCUMENT SUBMISSION REQUIREMENTS & PROCEDURES

- A. It is the Consultant's sole responsibility to read and interpret this Request for Proposals and the written instructions contained herein.
- B. All prices and notations shall be printed in ink or typewritten. No erasers are permitted. Errors may be crossed out and corrections may be made printed in ink or typewritten adjacent to the error. All corrections shall be initialed in ink by the person signing the proposal. The proposal shall be signed by an officer or employee of the Consultant authorized to bind the Consultant contractually.
- C. The Consultant shall submit five (5) hard copies of all documents required as a part of the Proposal. Submissions lacking one or more of the requested documents may be considered irregular.
- D. Consultant shall submit one (1) digital version on a flash drive.
- E. Responses shall be submitted in a sealed envelope with the Consultant's name, address, date of response deadline and the Request for Proposals title shown on the outside of the envelope to:

Friedman Memorial Airport Authority
 ATTN: Chris Pomeroy, Airport Manager
 Airport Manager's Office
 1616 Airport Circle
 Hailey, ID 83333

RFP Schedule

Proposals due to FMAA	April 5, 2018 by 2:00 p.m.
Short-list firm interviews/presentations (if deemed necessary)	TBD
Announcement of selected firm	May 1, 2018

It is the Consultant's responsibility to ensure delivery of its proposal to the FMAA prior to or at the designated date and time. In order to facilitate review by the FMAA, please submit materials in accordance with the indicated format. Responses to the Request for Proposals which are not received in the SUN manager's offices prior to the time and date specified will be considered late. LATE RESPONSES WILL NOT BE CONSIDERED FOR AWARD. The FMAA reserves the right to reject any and all proposals.

- F. FMAA reserves the right to waive or not waive informalities or irregularities in proposals or proposal procedures. FMAA reserves the right to accept or further negotiate cost, terms and/or conditions of any proposal determined by FMAA to be in its best interests regardless of the proposed amount.

PROPOSAL REQUIREMENTS

Consultant's proposal shall include all of the following:

- A. **Page Limit.** Overall proposal should be limited to 20 pages front and back (40 pages total available).
- B. **Executive Summary.** A two-page Executive Summary of the proposal highlighting key elements regarding services proposed, implementation plans, organizational capability, specialties, a brief history of business and contact information including a phone number and email address.
- C. **Understanding and Approach to Services.** Provide your general understanding of the role of FMAA and airport within the community. Include a proposed approach to providing communications services and/or graphics design services that supports FMAA's communications and graphics design goals.
- D. **Previous Work.** At least three (3) examples and/or work samples of similar scope of requested services that demonstrate your understanding and ability to perform such services. For graphics design services, at least one (1) sample must be a pamphlet or brochure. Other samples can include branding campaigns, flyers, booklets, or signage (PDF or photograph is sufficient).
- E. **References.** At least three (3) References from organizations currently under contract or for whom the Consultant has performed work in the last three (3) years. Include the following information:
 - 1. Brief description of services performed, or product created.
 - 2. Company or organization name.
 - 3. A company representative who can be contacted for reference.
 - 4. Telephone number of contact.
- F. **Rates and Fees.** All hourly rates, fees and costs as requested per the Pricing Structure Form (Exhibit "A").

SECTION V

SELECTION AND AWARD PROCESS AND CRITERIA

An FMAA appointed Selection Committee will evaluate all proposals. The Committee will then recommend proposals to the FMAA to make the final selection. Proposals will be evaluated using the following criteria:

- Demonstrated ability of the proposed Consultant to produce attractive, well organized, and professional work products.
- Innovative and creative quality of work product.
- Quality of services.
- Demonstrated ability to work well with clients, references, and other organizations.

- Proposal completeness with requested documentation that demonstrates ability to provide requested services.
- Rates and pricing structure of Consultant's graphic design services.

The FMAA may choose to request an interview with one or more Consultants.

AWARD AND AGREEMENT

The FMAA will attempt to negotiate and enter into a formal written agreement with the selected Consultant within **30 days** following the selection. In the event that the FMAA and the selected Consultant fail to negotiate an acceptable agreement, the FMAA reserves the right to end negotiations with the selected Consultant and open negotiations with other Consultants in an order determined by the FMAA.

EXHIBIT "A" PRICING STRUCTURE FORM

As indicated in the Request for Proposals for Communications/Marketing and Graphics Design Services RFP, the FMAA is seeking several services. Please refer to the General Scope of Services; (page 3), Section III of the RFP.

If Consultant wishes to clarify the breakdown of pricing structure, it may include no more than one (1) additional page showing pricing structure and fees with the completed Pricing Structure Form.

COMMUNICATIONS AND MARKETING SERVICES AND FEES

Administration/Meetings	\$_____ per hour
Production	\$_____ per hour
Copywriting	\$_____ per hour
Editing	\$_____ per hour
General Graphics Design	\$_____ per hour
Social Media Marketing	\$_____ per hour
Search Engine Optimization	\$_____ per hour
Strategy Development/Design	\$_____ per hour
Website Design	\$_____ per hour
Web Maintenance	\$_____ per hour
Add a line item for Media Buying	\$_____ per hour
Add a line item for Market Research	\$_____ per hour