



**Purchasing Department  
City Hall, 73 Harlow Street  
Bangor, Maine 04401  
Tel. 207-992-4282**

August 2, 2012

**Request for Proposals  
Airport Public Relations Services  
Proposal No.: P13-004**

**General Information**

The City of Bangor requests sealed competitive proposals from qualified firms for Public Relations Services to assist the Bangor International Airport ("BGR") in the planning, development, implementation, monitoring, and evaluation of a public relations campaign. This may include, but not be limited to creative for multiple communications channels, media relations and outreach, research, and advertising agency interaction. Qualified firms with demonstrated experience in providing strategic direction, campaign development/execution, and monitoring/evaluation of public relations campaigns must comply with the submittal requirements in this Request for Proposals ("RFP").

This RFP is designed to provide interested Proposers with sufficient information to prepare a proposal that will meet the minimum requirements of this RFP. It is not intended to limit or exclude content or data deemed relevant or essential by the Proposer. Proposers are encouraged to expand upon the specifications in this RFP to evidence their service capability under any agreement.

**Scope of Work**

It is the City's intent to select the best proposal for each focus area. The contract may be awarded to one proposer or may be divided based upon areas of expertise. The intent is to develop a strategic approach to public relations for the Airport and its services.

The focus areas will be Scheduled Air Service, Corporate/General Aviation, and Air Cargo.

The Scheduled Air Service for domestic passengers component challenge is to retain more passengers in the primary catchment area and increase the number captured in the secondary area as the Airport pursues both increased capacity and service from existing carriers and continues discussions with low-cost carriers. Scheduled Air Service is a vital component of BGR operations and the one most visible to the local residents. There is an ongoing need to deliver the message that BGR is a valuable part of the regional economy, that BGR does not control the air fares, that there are ongoing

efforts with airlines to expand route and schedule offerings, and that the benefits of using BGR need to be evaluated in the context of the travelers' time value and convenience factors.

The Corporate/General Aviation Transit component at BGR is very important, making up more than 20% of the gross revenues. Bangor's reputation is excellent in this market segment. It is known worldwide for fast, friendly and efficient service along with competitive pricing. The challenge is to communicate effectively with potential customers in order to grow this profitable market segment while maintaining current customers. Additionally, Bangor International is currently an independent Fixed Base Operator (FBO) with no affiliation to a fuel brand or to any FBO service brand. Bangor International owns and operates the only FBO on the airfield as Bangor Aviation Services. This market segment will need to explore branding expansion possibilities along with general marketing strategies. New and ongoing communication strategies, tactics, and implementation will need to be examined.

The Air Cargo segment will require a plan developed and executed to communicate BGR's capabilities and services in this market segment.

The selected agency shall be responsible for but not necessarily be limited to:

- Developing and implementing in a professional, timely and efficient manner a strategic public relations and communications plan that
  - Increases awareness of services at BGR for all market segments
  - Positions BGR as a valued and respected resource for economic development
  - Brings focus and attention to BGR's capital improvements, air service efforts and successes, and other issues as they develop
  - Creates awareness with the traveling public of BGR's proximity to some of Maine's most popular attractions
- Developing and implementing a new social media plan
- Developing and implementing promotional campaigns
- Assisting with the development and execution of a community outreach plan
- Monitoring and evaluating PR results
- Other PR situations as they arise

### **Description of the Organization to be Served**

Bangor International Airport (BGR) is a full service international airport located in Bangor, Maine. Located in the Northeast, Bangor serves as an uncongested entry point to the United States and a popular transit point for technical stops and aircraft diversions. Some of BGR's unique selling points include: an all weather access CAT III,

11,440 foot runway, 24 hour Federal inspection services for U.S. Port of Entry, excellent weather record, capability of handling any aircraft currently flying, 24 hour FAA ATC Tower, competitive fuel prices and an excellent service reputation. The Airport is owned and operated by the City of Bangor as an enterprise fund. The Airport is the principle domestic air service provider for a regional market of 410,000 people in the Maine catchment area with another 279,000 less than three hours away in Canada. Currently, BGR provides non-stop service on Delta, US Airways, and Allegiant. Resident airlines offer daily non-stop service to Detroit, Philadelphia, LaGuardia, and Washington, DC as well as Orlando/Sanford and Tampa/St. Petersburg several times a week. The latest market analysis shows that the Airport retained only 38% of the passengers in its catchment area. Current traffic statistics shows that BGR passengers are up 19.5% for 2012.

Unlike most other airports in the United States, BGR is a vertically integrated municipal operation which offers a full range of services to its customers through airport personnel. BGR provides Fixed Base Operations, passenger services, dispatching, aircraft mechanics, and a wide range of other services designed to enhance the competitiveness of BGR by making it as simple as possible to use.

In recent years, the Airport has undergone a successful transition from main line domestic air service to regional service. As a part of that effort, the airport has engaged in a significant annual marketing and advertising campaign to attract domestic air passengers and to counter "leakage" from our market to other airports in the region where fares may be, or may be perceived to be, less expensive. The addition of JetBlue and Southwest service at PWM has been a significant challenge to BGR in retaining passengers.

Domestic air operations provide a significant revenue stream for the airport including terminal leases to the various air carriers, landing fees, passenger facility charges, parking revenues, and a variety of concession activities.

A growing market segment in recent years has been general and corporate aviation, particularly for corporate aircraft transiting to and from Europe. BGR was an ExxonMobil dealer and provided services as an ExxonMobil branded Aviat, a leading FBO network, until October 31, 2011. The airport is interested in strategies that will increase the awareness and use of BGR by general aviation and international corporate aircraft as a non-branded FBO and independent fuel depot.

Historically, BGR has served as a transit and clearance stop for international charter flights. As aircraft fleets have been modernized with longer range aircraft, this element of BGR's overall business mix has declined, although it has been heavily influenced at present and in the past by military charter flights to and from the Middle East. This is highly variable, however, and is dependent on the international situation, world events, and the extent of overseas military deployments. Past commercial charter activity has been primarily related to Western European airlines. With the advent of longer-range charter aircraft, the airport is interested in revitalizing this market segment of potential charter and clearance stops from other areas where distance remains an operating

restriction or where older aircraft are still in use. There is also interest in developing the potential market for BGR as a technical stop location for international cargo flights.

At the present time, cargo operations are a small segment of BGR's operations and revenues. In recent years, there have been several efforts to explore the potential for expanded cargo operations. While this is a limited market, BGR is interested in such opportunities and making a determination as to how to market and develop a few key clients in this market segment.

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### **Service Requirements/Information to be Provided**

Proposers must be able to perform the activities outlined above in the scope of work.

### **Staffing Requirements**

- A. State Proposer's name, address, principal office, and type of entity. State the date of incorporation/organization and the state in which the Proposer is incorporated or organized. Indicate the former names, if any, under which the Proposer has conducted business and the years of operation under each name.
- B. Include information generally describing the size of Proposer's firm such as: number of full-time and part-time employees, location of the office that will work directly with the City, number of years in business providing requested services, and Federal tax ID number.
- C. Provide resumes of the key individual(s) who will be assigned to work with the City, and provide information regarding their experience specific to the services requested. Also include the address and telephone number for these individuals.
- D. Submit an organizational chart of personnel anticipated to be team members and the specific tasks they will perform. Include information on subconsultants, contractors or outside vendors, if any.
- E. Provide a breakdown showing hourly rates for personnel who will be assigned to the project.

### **Contract Terms and Conditions**

It is anticipated that this RFP may result in multiple contract awards. The contract(s) awarded pursuant to this RFP will be for a duration specified depending on the nature of each individual project associated with this RFP.

## **Instructions and Information for Proposers**

The following provides a general description of information required in the proposals and the format to be followed. Proposers must furnish all information requested and follow the instructions as noted herein. Additional information may be submitted if deemed helpful in the selection process.

### **General Information**

General information is available on the City's website at the following web address: [www.bangormaine.gov/bids/proposals](http://www.bangormaine.gov/bids/proposals). By submitting a response to this solicitation, the bidder accepts the responsibility for downloading, reading and bidding by the terms and conditions set forth in the City's "General Information for Vendors".

### **Proposal Content**

Proposers shall ensure that all information required herein be submitted with the proposal. Additional useful information pertaining to the Scope of Work, Contract Terms and Conditions, or Evaluation Criteria is appreciated and should be included in the proposal.

Firms interested in being considered for this work should submit the following:

- A one page cover letter;
- An outline of the recommended approach to achieve and evaluate the objectives. (this should be no more than three (3) pages);
- Comprehensive firm qualifications that are tied to the outlined approach should be attached and tabbed as appropriate;
- A description of the team structure and organization chart;
- A listing of principals who will work on the various projects along with resumes;
- Listing of internal and external resources such as: writers, graphic designers, technical staff, etc.;
- A client list;
- Two (2) – three (3) case histories including objectives of the project, tactics to achieve the objectives and sample materials to support the campaigns; and
- A minimum of five (5) references from organizations for which the Proposer has performed similar services, within the last five (5) years. Provide the name of the organization, a brief description of the services provided, years of service to the organization, and name and contact information of primary contact individuals from the organization served.

## **Incurring Costs**

All costs incurred in the preparation and submission of a proposal will be borne by the Proposer.

## **Intent to Respond**

An intent to respond should be submitted by August 15, 2012 to Risteen Bahr, Marketing Manager at [rbahr@flybangor.com](mailto:rbahr@flybangor.com) and Debbie Cyr, Finance Director at [debbie.cyr@bangormaine.gov](mailto:debbie.cyr@bangormaine.gov).

## **Preparation**

Before submitting a proposal, all prospective Proposers are encouraged to carefully examine the proposal documents, visit the Airport and fully inform themselves as to the existing conditions and limitations under which the work will be performed.

Each Proposer shall make his/her proposal from his/her own examinations and estimates and shall not hold the City, its agents, or employees responsible for any information received from them.

Proposals should be prepared to provide a straight forward, concise delineation of the capabilities proposed to satisfy the requirements of the City. Completeness and clarity of content are requested. All brochures, presentations, and items submitted in support of proposals will become part of the Contract.

Any questions or inquiries regarding this Request for Proposals must be submitted in writing via email to Risteen Bahr, Marketing Manager, at [rbahr@flybangor.com](mailto:rbahr@flybangor.com) no later than August 15, 2012. The City will issue a response to any questions or inquiries submitted in writing, on or before August 17, 2012 in the form of an addendum, which will be available on the City's website. In addition, the City will notify all Proposers on file as intending to respond.

## **Modification or Withdrawal of Proposals**

Proposals may be modified or withdrawn in person or by written notice received at any time prior to the closing date and time specified. Proposals may be withdrawn in person only by an authorized representative of the Proposer.

## **Amendments**

In the event that an amendment to this solicitation is issued, all solicitation terms and conditions will remain in effect unless they are specifically changed by the amendment. Proposals shall include acknowledgment of all amendments or be subject to rejection.

If a Proposer desires to change an offer that has already been submitted, the change may be made by a signed letter that refers to the solicitation and amendment numbers

and which is received at the place designated and prior to the hour and date specified in the solicitation (as amended) for receipt of offers.

All signatures on offers, amendments, or related correspondence must be by persons who are authorized to contractually bind the Proposer.

### **Submission of Proposals**

For consideration, the proposal and any other information that the Proposer may deem helpful in the selection process should be delivered to: City of Bangor, Purchasing Department, 73 Harlow Street, Bangor, Maine 04401. Please submit one (1) original and four (4) copies of the proposal in hard copy. Also provide one electronic copy of proposal on a CD or DVD using Microsoft Word.

The envelope containing the proposal shall be sealed and clearly marked "**Proposal P13-004: Airport Public Relations Services**" and shall bear the name and address of the Proposer. If forwarded by mail, the sealed envelope containing the proposal shall be enclosed in another envelope addressed as specified.

**The deadline for submission of proposals is 2:00 p.m., Wednesday, August 29, 2012.**

### **Selection Process**

There will be a three (3) phase selection process for public relations services, beginning with the issuance of this Request for Proposals ("RFP").

- Phase I: Qualification and Creative Phase
- Phase II: Presentations to Selection Committee
- Phase III: Financial Proposal Phase

During the Qualification and Creative Phase, a Proposal Review and Selection Team (Team) made up of Airport and City staff and other airport related individuals will review and evaluate the proposals. The Team will select a yet-to-be-determined number of Proposers from Phase I to participate in Phases II and III. Proposers selected for Phase II will be asked to participate in a presentation to the Selection Committee. Proposers selected for Phase III will be asked to present a financial proposal outlining their costs for the project.

### **Timeline**

- Deadline for Intent to Respond 8/15/12
- Submission of questions: 8/15/12
- Deadline for Proposals: 8/29/12
- Notification of Phase II selectees: 9/5/12
- Presentations from selected Proposers: Week of 9/10/12

- Notification of Phase III selectees: 9/14/12
- Financial Proposals due from selected Proposers: 9/21/12
- Selection Notification 9/26/12

### **Proposal Security**

Proposals must be accompanied by a security in the form of a bid bond or certified check in the amount of one thousand dollars (\$1,000.00), made out in favor of the City of Bangor. All securities will be released upon deliverance of a signed contract or, if no contract award is made, within sixty (60) days after the opening of the proposals, unless forfeited as herein stipulated.

### **Consultant Qualifications**

No contract(s) will be awarded except to responsible Proposer(s) capable of performing the work contemplated. Proposer(s) must comply with all State, Federal and municipal laws. Before the award of any contract, Proposer may be required to show that he/she has the necessary facilities, experience, ability, and financial resources to perform the work in a satisfactory manner.

### **Proposal Acceptance**

The City reserves the right to select the Proposer(s) best able to provide the services required.

In evaluating proposals, the City of Bangor reserves the right to use any or all of the ideas from the proposals submitted without limitation and to accept any part or the entire successful proposal in selecting the services considered to be the most advantageous to the City. All material submitted becomes the property of the City of Bangor. The evaluation of proposals and determination of the award(s) will be at the discretion of the City Council and its judgment shall be final and without right of recourse by any Proposer.

Proposals should be presented in a clear and concise manner. However, the City reserves the right to negotiate any portion of the proposal determined to be unclear or to inappropriately address the needs of the City of Bangor.

The following criteria will be used in evaluating proposals:

- Extent to which the approach provided meets the goals and objectives of the City;
- Capabilities of the firm and the project team to be assigned, including extent of experience in performing similar work; and
- Results of reference checks involving the Proposer and his/her team members.

### **Rejection of Proposals**

The City of Bangor reserves the right to reject any and all proposals received and to waive any informality, technical defect, or clerical error in any proposal as the interest of the City may require. Rejection of any proposal shall be construed as meaning simply that the City does not deem the proposal to be acceptable or that another proposal is deemed to be more advantageous to the City for the particular services proposed.

### **Award of Contract(s)**

The contract(s) will be awarded by the City Council to the Proposer(s) best able to provide the services required. All proposals shall remain firm for sixty (60) calendar days after receipt of the proposals.

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