

# **FORT SMITH REGIONAL AIRPORT**

## **Request for Qualifications**

### **Airport Marketing Consulting Services**

#### **INTRODUCTION:**

The Fort Smith Regional Airport (FSM) is formally requesting Statement of Qualifications (SOQ) for professional services from qualified firms with expertise in marketing and website development/management. Familiarity with best practices in airport marketing desired. Air Service Development is conducted by another firm and this SOQ is for local and regional marketing. The company will develop a marketing strategy that will increase awareness of the airport in the Fort Smith region and assist in retention of the passengers in our catchment area.

FSM currently services over 50,000 passengers annually with pre-pandemic numbers over 90,000.

#### **SCOPE OF SERVICE:**

The Airport has several platforms for marketing services and the expectation is for the successful proposer to assist/recommend in developing a mix that may include, but not limited to television, radio, newsprint, billboards, internet, social media and printed materials.

Services requested are limited to airport marketing and website 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 FSM 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.
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. Provide metrics/analysis of campaign effectiveness.

## **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 a minimum of three members:

- Airport Director – Fort Smith Regional Airport
- Director of Operations – Fort Smith Regional Airport
- Commissioner – Fort Smith Regional Airport

The results of the selection process are in sole and absolute discretion of the Fort Smith Regional Airport and its Selection Committee which may accept or reject any or all Statements of Qualifications submitted.

## **STATEMENT REQUIREMENTS:**

The Statement of Qualifications may be submitted via email to [Michael@flyfsm.com](mailto:Michael@flyfsm.com) or delivered to the airport administration office in electronic format. **Submittals must be received by December 7, 2022.**

Submittals received after the deadline will not be considered.

## **STATEMENT CONTENT:**

The Statement of Qualifications shall include the following information:

1. A general description of the proposing firm, including company organizational structure including headquarters and/or subordinate offices, recent experience in comparable marketing efforts or similar organizations.
2. Statement of Qualifications. Indicate your Company's particular abilities and qualifications related to the Scope of Services and proposed project team.