



REQUEST FOR PROPOSAL

FOR

AIRPORT MARKETING, DIGITAL, AND, PUBLIC RELATIONS SERVICES

FOR

APPLETON INTERNATIONAL AIRPORT

Due By: December 14, 2021 – 2:00 pm CT

1.0 Introduction and Background

The Appleton International Airport (ATW) seeks a company or companies with expertise and experience in marketing, advertising, and public relations. The Airport has robust marketing and advertising programs in place, and is looking for a creative agency to help make our brand 'top of mind' to customers in our market area as well as a public relations team to create clear, expert, and effective communications that are in sync with our brand. The Airport does NOT need assistance with brand positioning, we are seeking creative campaign development, digital media buying, campaign analytics, and public relations expertise.

The Airport employs a Marketing Director and a Marketing Specialist, who will be the Company's contacts. We work in true partnership with our creative agency, and expect assets to be freely shared back and forth. Our Marketing Specialist manages our social media accounts; we require limited assistance with social media.

The Airport's commercial service currently includes four airlines: Allegiant, American, Delta and United. The Airport also owns and markets a US Customs & Border Protection station, an FBO and an Airport Business Park, all of which may be included in marketing and advertising campaigns.

Due to the nature of airport marketing, if the Company is currently performing similar consulting services for any airport that is in direct competition with ATW, the Company must disclose the relationship. The County reserves the right to reject any proposal based upon a conflict of interest as determined by the County.

In summary this is intended only to provide prospective companies with a brief familiarization with ATW and to generally advise of future plans. The County does not guarantee the exact accuracy of the statistics herein or that future statistics will be similar.

2.0 Specifications

The Appleton International Airport served 756,702 passengers in 2019. On an average day, the Airport receives over 1800 visitors. The Airport offers about 18-24 flights daily to 14 domestic airline hubs and destinations.

The Airport's primary objective is to provide the Fox Valley area with "world class" transportation. The Airport seeks to aggressively promote air service that matches the needs of the Fox Valley area and thereby promotes its economic development. The Company will be marketing directly to consumers to promote the value of flying from Appleton and the benefits to local business, to the community and the individual. Messages may also provide information on the Airport's current air service program including the expansion of existing service and the recruitment of new airlines and markets served.

Marketing and advertising services are also needed for special events, customer contests, sponsorships activities, and trade show materials. Special events include ground- breakings, ribbon-cuttings, press events, and community events such as Old Glory Honor Flight. These events may involve signage, programs, or other unique event commemoration materials.

We reserve the right to only award one component of this solicitation. We also reserve the right to award each component to a different firm.

3.0 **Marketing/Digital Scope of Service**

The Airport manages integrated campaigns for marketing and advertising services and the expectation is for the successful proposer to assist in developing a mix of broadcast, billboards, digital, social media, and printed materials. For reference, the airport's media spending in 2021 was around \$300,000.

Services requested are limited to airport marketing and advertising. The Company must be able to provide examples of proven results and experience in the following areas-

1. Experience developing and implementing successful creative concepts, by translating the Airport's brand positioning statement into customer-facing B to C campaigns. The Airport doesn't need assistance with brand positioning, we are looking for creative campaign development and the purchasing of digital advertising.
2. Insightful reporting on campaign results. Show us insights that have improved your clients' business performance. Review, analyze and improve airport marketing and advertising campaigns. Give examples of how you have updated campaigns in mid-stream, based on analysis of results, and thereby improved the overall campaign performance.
3. A successful agency-client partnership with one consistent account manager who will become part our airport marketing and/or digital team. One who provide strong organizational leadership to help lead us through projects and keep them on schedule.
4. Demonstrate flexibility to change and have the ability to meet aggressive timelines based on market conditions.
5. Understand our goals and challenges and deliver smart, approachable creative solutions
6. Presence, when necessary, at meetings with our other partners.
7. Expertise in promotional media, especially digital and social media, for Facebook, Twitter, Instagram, LinkedIn and YouTube.
8. Website content writing, SEO monitoring and setup as needed, and design all within the marketing objectives while working with multiple partners.
9. Other specialized analyses or reports as required by the airport.
10. Act as 'digital and social marketing' subject matter expert, to advise and consult with Airport on new developments, trends and opportunities.
11. Knowledge of regional Fox Cities' audiences and messaging related to the Airport's market area.

4.0 **Public Relations Scope of Service**

The Airport manages various public relations campaigns that employ a combination of tactics to reach our audience. For reference, the airport's public relations related spending in 2021 was in excess of \$25,000.

Services requested are limited to airport public relations efforts. The Company must be able to provide examples of proven results and experience in the following areas-

1. Consulting to help communicate our brand story consistently while we reach, engage, and influence our audiences.
2. Connect people to our brand through various strategies – influencer programs, media events, promotions, and etc.
3. Demonstrate flexibility to change and have the ability to meet short deadlines based on

demand.

4. One consistent Account Manager who will become part of the airport public relations team, to provide strong organizational leadership and help lead us through projects and keep them on schedule.
5. Draft news releases, messaging documents, talking points, media Q&As, etc.
6. Tracking coverage and measuring overall efforts.
7. Reporting, monthly or quarterly (including estimated number of impressions and media value)
8. Presence, when necessary, at meetings with our other partners.
9. Knowledge of regional Fox Cities' audiences and messaging related to the Airport's market area.

5.0 **Contract Term**

We are seeking an initial agreement to commence around January 11, 2022 with an onboarding meeting to happen within one month after signing. The agreement and continue for two years and there will be the option of two one-year renewals with mutually agreed upon terms. However, during the term of the agreement the airport may, without cause, terminate the agreement with a 60 day notice.

6.0 **Insurance and Indemnification**

See Attachment A for the requirements of the awarded Consultant(s).

7.0 **Qualification / Proposal Submittal Information**

Your proposal must include the following –

- Cover Letter (not more than one page).
- Company address, contact information for a primary and backup contact. Include both telephone and email addresses of both contacts. Include information on how your firm will maintain familiarity with the Fox Valley.
- Statement of Qualifications – Indicate your Company's particular abilities and qualifications related to the Scope of Services (Section 3.0).
- Pricing – Provide information of the breakdown for pricing of the services requested. Provide rates for the initial two-year term.
- Similar Projects – Include information on two similar projects, and, referring to 3.0 'Scope' section, include 'case study' or similar type of response for questions #1 and #2. ('Experience developing'.... and 'Insightful reporting'...)
- References – Provide three references.

8.0 **Contact Information**

Please contact the following if clarification is needed:

Airport Information

Patrick Tracey

Marketing Manager, Airport

(920) 968-5757

Patrick.Tracey@Outagamie.org

Purchasing Policy Information

Nicole Schoultz

Outagamie County, Procurement Coordinator

(920) 832-6083

Nicole.Schoultz@Outagamie.org

9.0 Clarification and/or Revisions to the Specifications and Requirements

Proposer must examine the RFP documents carefully and before submitting you may request from the County's contact person(s) additional information or clarification. A Firm's failure to request additional information or clarification shall preclude the Firm from subsequently claiming any ambiguity, inconsistency, or error.

The County will issue responses to inquiries and any other corrections or amendments it deems necessary in written addendum prior to the due date. Firms should rely only on the representations, statements or explanations that are contained in this RFP and the written addenda to this RFP. Where there appears to be a conflict between the RFP and any addendum issued, the last addendum issued will prevail.

It is the Firm's responsibility to assure receipt of all addenda, which will be posted to the County's website (www.outagamie.org) then Bids & Proposals and will be referenced under this project. Upon posting, such addenda shall become part of the RFP and binding on Firm(s).

10.0 County Reservation

- a. This proposal request does not commit Outagamie County to make an award or to pay any costs incurred in the preparation of a proposal in response to this request.
- b. The proposals will become part of Outagamie County's files without any obligation on Outagamie County's part.
- c. The Proposer shall not offer any gratuities, favors, or anything of monetary value to any official or employee of Outagamie County for any purpose.
- d. The vendor shall report to Outagamie County any manufacturer product price reductions, model changes, and product substitutions. No substitutions are allowed without prior approval from Outagamie County.
- e. Outagamie County has the sole discretion and reserves the right to cancel this proposal and to reject any and all proposals received prior to or after award to re-advertise with either an identical or revised specification.
- f. Outagamie County reserves the right to request clarifications for any proposal.
- g. Outagamie County reserves the right to select elements from different individual proposals and combine and consolidate them in any way deemed to be in the best interest of Outagamie County.

11.0 Closing Date

Proposals will be received up to 2:00 pm CT, December 14, 2021.

12.0 Proposal Submittal

Email proposals to Nicole.Schoultz@outagamie.org

13.0 Taxes

Outagamie County is exempt from Federal Excise Tax (39-6005724), Wisconsin Sales Tax (ES

41005), but if there is a tax, such as local or county, it must be shown in the proposal.

14.0 Method of Procurement

The method for this procurement is competitive proposal, pursuant to Chapter 22 of the Outagamie County Code of Ordinances. After submission of the written proposal, qualified Proposers may be requested to make an oral presentation to a committee responsible for making final recommendations. The process allows for confidential clarifications, negotiations and revisions.

15.0 Venue

This agreement will be governed and construed according to the laws of the State of Wisconsin. This agreement is performable in Outagamie County.

16.0 Status of Proposal

Upon award, proposals will be considered public record and details will be posted online. Information on status could be obtained from Outagamie County's web site www.outagamie.org > Bids & Proposals.