

**REQUEST FOR QUALIFICATIONS**

**FOR**

**MARKETING AND/OR COMMUNICATIONS  
CONSULTANT**

**WILKES-BARRE/SCRANTON INTERNATIONAL AIRPORT  
100 TERMINAL DRIVE, SUITE 1  
AVOCA, PA 18641**

August 5, 2020

**REQUEST FOR QUALIFICATIONS –  
MARKETING AND/OR COMMUNICATIONS CONSULTANT**

**SECTION I**

**GENERAL INFORMATION AND INSTRUCTIONS**

1. The Wilkes-Barre/Scranton International Airport is accepting submittals of qualifications for a **MARKETING AND/OR COMMUNICATIONS CONSULTANT**. The Airport is seeking proposals from ESTABLISHED PROFESSIONAL ADVERTISING, MARKETING and/or COMMUNICATIONS CONSULTANTS with proven capabilities in creating, producing and efficiently managing local marketing, communications and advertising campaigns. The Airport will rely on the chosen consultant's creative abilities and strong project management skills to work closely with its marketing staff to design, produce and execute a local and/or regional marketing campaign, which could include special events and special projects, as well as electronic, social media, print, broadcast, outdoor and other media advertisements. In addition, the Airport will rely on the chosen consultant's communications and public relations abilities.
  
2. INTERPRETATIONS AND ADDENDA:
  - A. All questions about the meaning or intent of these instructions and requirements are to be directed to the Airport's Director – Marketing & Air Service Development. Interpretations or clarifications considered necessary by the Airport in response to such questions will be issued by Addenda, mailed or delivered, to all parties recorded by the Airport as having received the Request for Qualifications and Proposals Documents. Questions received less than three (3) days prior to the date for opening of the submittals may not be answered. Only questions answered by formal written Addenda will be binding. Oral or other unofficial interpretations or clarifications will be without any effect.

Send all inquiries to: Eric B. McKitish  
Director – Marketing & Air Service Development  
100 Terminal Drive, Suite 1, Avoca, PA 18641  
570.602.2004  
[eric@flyAVP.com](mailto:eric@flyAVP.com)

- B. Addenda may also be issued to modify the submittal documents as deemed advisable by the Airport.

3. SUBMITTAL FORM:

- A. The Request for Qualifications Form is attached with these instructions (see Attachment II). Submittals shall include at least the completed Qualifications Form and the required elements of Sections II, III and VI. Prospective candidates can include any other additional information they desire, which will add detail and clarification to the submittal (maximum ten (10) additional pages).
- B. Please complete the Qualifications Form on a computer/typewriter or in ink. Textual answers to questions and any other information submitted shall be typed on regular 8½" x 11" white bond paper.
- C. Qualification and proposal submittals must be executed by an official of the company that has authority to bind the company.

4. SUBMISSION OF QUALIFICATION AND PROPOSAL INFORMATION:

Qualification Statements and Proposals shall be submitted by **1:30 PM (local time), Friday, September 4, 2020**, and shall be enclosed in a sealed envelope, marked on the outside face with the title, **Marketing and/or Communications Consultant RFQ Response.** If the response is sent through the U.S. mail or other delivery system, the sealed envelope shall be enclosed in a separate envelope with the notation "RFQ Response" on the face of it. Responses should be sent to: Executive Director, Wilkes-Barre/Scranton International Airport, 100 Terminal Drive, Suite 1, Avoca, PA 18641.

5. MODIFICATION/WITHDRAWAL OF QUALIFICATION STATEMENTS AND PROPOSALS:

Qualification Statements and Proposals may be modified or withdrawn by written request at any time prior to the submittal date and time shown in paragraph 4 above.

6. OPENING OF SUBMITTALS:

Any and all submittals will be opened at approximately the date and time shown in paragraph 4 above. However, there will not be a public opening or reading of any submittal. The Airport will create a log of all companies submitting information and will make that log available to the general public as requested. The Airport will not be responsible for late, lost or misdirected mail.

7. AWARD OF CONTRACT:

The award of a contract/agreement is expected in September 2020. The Airport reserves the right to reject any and all statements of qualifications and proposals received if none are deemed to be in the best interest of the Airport. Failure to provide all required submittal documents may result in the respondent's submittal being rejected. The Airport also reserves the right to privately

interview and/or negotiate with any proposer that the Airport deems qualified and that has a high probability of being awarded the contract/agreement.

8. AIRPORT VISITS

There will be no site visits for this solicitation, however, there will be an interview process.

9. PERIOD OF EFFECTIVENESS:

It is understood and agreed that all submittals shall remain effective for acceptance and consideration by the Airport for a period of ninety (90) calendar days from the due date.

10. NONDISCRIMINATION:

A. The Marketing and/or Communications Consultant shall comply with the terms of the non-discrimination clause, which is attached as Attachment I, which will be made a part of the contract by reference, and shall incorporate the foregoing clause into any and all sub-contracts (if any) for work pursuant to the terms of the contract.

B. The undersigned Marketing and/or Communications Consultant certifies that it does not maintain or provide for its employees any segregated facilities at any of its establishments, and that it does not permit its employees to perform any services at any location, under his/her control, where segregated facilities are maintained. The Consultant further states that it will not maintain or provide for its employees any segregated facilities at any of its establishments, and that it will not permit its employees to perform any services at any location, under its control, where segregated facilities are maintained. As used in this certification, the term "segregated facilities" means any waiting rooms, work areas, restrooms and washrooms, restaurants and other eating areas, time clocks, parking lots, drinking fountains, recreation or entertainment areas, transportation, and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion, sex, or national origin, because of habit, local custom or any other reason. The Consultant agrees that it will obtain identical certifications from proposed subcontractors prior to the award of subcontracts, and that it will retain such certifications in its files for the duration of any awarded contract.

Certification - The information above is true and complete to the best of my knowledge and belief.

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Name and Title of Signer (Please Type)

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Signature

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Date

Note: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

11. AMERICANS WITH DISABILITIES ACT:

During the term of the awarded contract, the selected Consultant agrees as follows:

- A. Pursuant to federal regulations promulgated under the authority of The Americans With Disabilities Act, 28 C.F.R. 35.101 et seq., the Marketing and/or Communications Consultant understands and agrees that no individual with a disability shall, on the basis of the disability, be excluded from participation in a contract or from activities provided for under a contract with the Wilkes-Barre/Scranton International Airport. As a condition of accepting and executing a contract, the Consultant agrees to comply with the "General Prohibitions Against Discrimination", 28 C.F.R. 35.130, and all other regulations promulgated under Title II of the Americans With Disabilities Act which are applicable to the benefits, services, programs and activities provided by the Wilkes-Barre/Scranton International Airport through contracts with outside contractors.
- B. The selected Marketing and/or Communications Consultant shall be responsible for and agrees to indemnify and hold harmless the Wilkes-Barre/Scranton International Airport from all losses, damages, expenses, claims, demands, suits and actions brought by other parties and against the Airport as a result of the Marketing and/or Communications Consultant's failure to comply with the provisions of paragraph (A) above and all other rules, regulations, and laws that govern the activities of the resultant contract and this solicitation.

12. TERM:

The performance period of the awarded contract will be two (2) calendar years, with two (2) separate and distinct one (1) calendar year option periods. The option periods may be awarded to the selected Marketing and/or Communications Consultant, at the Airport's sole discretion, based on Consultant performance and the continuing needs of the Airport. Options, if any, will be awarded by letter authorization only, within ten (10) days of the expiring contract period. For all option periods, the Airport will select the further tasks required of the Consultant based on the future needs of the Airport.

**SECTION II**

**BASIC QUALIFICATION REQUIREMENTS**

- 1. At least within the most recent three (3) calendar years, proposers shall have operated a business

that provides Marketing and/or Communications consulting services to large and medium sized businesses, governmental agencies, or other airports.

2. Proposers shall have the current ability to do business in the Commonwealth of Pennsylvania.
3. Proposers must be able to provide a full range of services ranging from idea conception and program design to website/app/social media work, marketing/communications work and potential advertising placement.
4. Proposers must have experience in communications programs and public relations campaigns.

### **SECTION III**

#### **REQUIRED QUALIFICATION STATEMENT ELEMENTS**

1. Please indicate the size of your company (# of employees), who owns the company (private, public, etc), and how long the company has been in business. In addition, please list any major investors.
2. Explain, in general, what services your company offers and at what location(s).
3. Indicate your company's history and how much experience your company has providing marketing services.
4. Briefly describe what benefits your company can bring to the Airport that other companies cannot.
5. Feel free to expand on any other pertinent topic(s) you believe is (are) critical in the Airport's decision.
6. Provide a list of at least three (3) current large clients, with contact names, telephone numbers and e-mail addresses that the Airport can contact as references.
7. Provide appropriate information if your firm or company qualifies as a Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE) or Women Business Enterprise (WBE).
8. Provide the name, title, number of years with your business, and details of personal qualifications for key personnel of your business including owners and directors.
9. List any deviations to the requirements included within this RFQ.
10. Provide one example of your company's successfully completed marketing campaigns.
11. Provide one example of your company's successfully completed graphic arts projects.

**SECTION IV**  
**SCOPE OF ANTICIPATED SERVICES**

The Wilkes-Barre/Scranton International Airport is seeking a full-service Marketing and/or Communications firm to provide marketing, branding, and communication services, including, but not limited to: comprehensive and strategic long-term planning; graphic artwork; media purchases; marketing campaign development; website innovation services; application (app) innovation services, social media creation/innovation services; and other electronic advertising. The chosen firm will assist the Airport in the design, development, production of materials, and the release of such work to support the Airport's comprehensive marketing, advertising and public relations programs.

The desired consultant must have the most up-to-date computer and graphic design software capabilities in order to effectively interface with a variety of local, regional and national print, electronic, multimedia organizations, and printing vendors. An in-depth knowledge of project estimating, budgeting, scheduling, and media buying is essential.

The responsibilities/tasks of the Marketing and/or Communications Consultant may include, but are not limited to, the following:

- **Marketing Campaign Development** - The Airport desires to have the selected firm assist the Airport with continuing the development of a full marketing campaign, and to continue to help reimagine the Airport in the local community and distant communities. This should include an assessment of the Airport's current needs and desires, as well as idea generation based on the consultant's experience with other successful campaigns and development of key messages. The consultant should also provide relevant consumer data for selected regions. This task may also include working with local/regional businesses to develop collaborative marketing programs.
- **Creative Input and Graphic Design** - Assist the Airport in the continuation of developing the appropriate marketing mix and translating key messages into effective visual interpretations for various internal and external audiences. Projects may include, but are not limited to:
  - strategic marketing plans
  - social media initiatives
  - electronic mail campaigns
  - video and audio advertisements
  - general image design
  - special event announcements

- brochures
  - newsletters
  - print advertisements
  - direct mail
- **Art Direction, Project Management and Administration** – The selected consultant will provide "turnkey" graphic design and printing services. It will be the chosen consultant's responsibility to deliver high quality electronic files or printed materials, whichever is required, on time and within the established budget. The consultant shall coordinate all aspects of video/audio advertising, providing scripts and storyboards, as needed.
  - **Website and Application (App) Innovation Services** – The selected firm should be experienced with websites and apps and will be required to make recommendations regarding how the Airport can improve its website and app image, taking into consideration a limited staff with limited time to attend to social media concerns.
  - **Social Media Creation/Innovation Services** – The selected firm should be experienced in the social media field and will be required to make recommendations regarding how the Airport can improve its social media presence and image, taking into consideration a limited staff with limited time to attend to social media concerns.
  - **Public Relations/Communications Programs** – The selected firm will be required to assist the Airport, when needed, with any type of public relations/communications the Airport requires. Projects may include, but are not limited to: providing guidance with special events/circumstances, press releases, media events, op-eds.
  - **Media Purchases** – The selected firm will be required to assist the Airport, when needed, with purchasing chosen media advertising, utilizing the firm's greater purchasing power in order to obtain the best available rates.

## **SECTION V**

### **OTHER GENERAL INFORMATION AND REQUIREMENTS**

1. This Request for Qualifications is not to be construed as creating a contractual relationship between the Airport, Luzerne County or Lackawanna County, and any firm, company, or individual submitting a response to it.
2. The Airport (and Luzerne County or Lackawanna County) shall have no obligation or liability to any firm or individual responding to this RFQ. All costs associated with responding are borne solely by the respondent.
3. The Airport may require follow-up oral and in-person interviews with selected respondents and



may require the respondents to participate in negotiations. Cost of attendance at interviews and negotiations are the sole responsibility of the respondent.

4. The Airport reserves the right to reject any or all responses, to modify the scope of services required, and to waive any or all requirements and technicalities which the Airport deems to be in its best interest.
5. By submitting information in response to this Request for Qualifications, the respondent represents that it has examined and understands the information herein and has become fully informed of all the requirements of the RFQ, that it is maintaining, and will continue to maintain, all the minimum qualifications listed herein, and that it will maintain compliance with all of the requirements of this RFQ during the performance period (except as may be noted in its response submittal).
6. All response submittals will be evaluated by key Airport Administration personnel and any other persons affiliated with the Wilkes-Barre/Scranton International Airport that Airport Administration deems necessary to properly and adequately evaluate the responses. The Airport will ultimately make its selection based on the response which best meets the needs of the Airport, at the sole discretion of the Airport. This solicitation does not create a public bidding process.

#### **SECTION VI**

#### **ADDITIONAL SUBMITTAL ELEMENTS**

1. All submittals shall include a narrative describing the respondent's operational philosophy and general approach to marketing and/or communications campaigns.
2. Respondents shall include a detailed basic fee structure that the Airport should expect. The Airport is able to accept a retainer type fee structure or a structure based on a per project basis.
3. Respondents shall also include a listing of "typical" fees (based on past client projects) to: (a) provide typical campaign development, and (b) to provide social media/online program development.

#### **SECTION VII**

#### **INSURANCE REQUIREMENTS**

1. General Requirements: The Marketing and/or Communications Consultant awarded a contract will be required to provide the following within fifteen (15) days of notice of contract award:
  - A. Insurance. Provide proof of insurance (in the form of a certificate), maintained in a company lawfully authorized to do business in the Commonwealth of Pennsylvania, at the following minimum level of coverage:

- i. General Liability (including business operations, transport, vehicles, and products) in the amounts of:
  - 1. Bodily Injury and Property Damage (combined single limit) of \$1,000,000 per each occurrence, \$2,000,000.00 aggregate.
  - 2. Personal Injury of \$2,000,000.00 aggregate.
  - 3. Automobile Liability bodily injury of \$100,000.00 each person, and \$300,000.00 each accident; and property damage of \$50,000.00 each occurrence. (Must cover owned, non-owned, and hired vehicles).
  - 4. Products & Completed Operations Insurance shall be maintained for a minimum of twelve (12) months after payment and the vendor shall continue to provide evidence of coverage to the Airport during this period.
  - 5. Workman's Compensation - Statutory.
  
- B. The insurance certificate(s) provided shall name the Wilkes-Barre/ Scranton International Airport and the Counties of Luzerne and Lackawanna as Additional Insured.

## COMMONWEALTH NONDISCRIMINATION CLAUSE

(All Contracts)

*During the term of this contract, Contractor agrees as follows:*

1. Contractor shall not discriminate against any employee, applicant for employment, independent contractor, or any other person because of race, color, religious creed, handicap, ancestry, national origin, age, or sex. Contractor shall take affirmative action to insure that applicants are employed, and that employees or agents are treated during employment, without regard to their race, color, religious creed, handicap, ancestry, national origin, age or sex. Such affirmative action shall include, but is not limited to: employment, upgrading, demotion or transfer, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training. Contractor shall post in conspicuous places, available to employees, agents, applicants for employment, and other persons, a notice to be provided by the contracting agency setting forth the provisions of this nondiscrimination clause.

2. Contractor shall, in advertisements or requests for employment placed by it or on its behalf, state that all qualified applicants will receive consideration for employment without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

3. Contractor shall send each labor union or workers' representative with which it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or workers' representative of its commitment to this nondiscrimination clause. Similar notice shall be sent to every other source of recruitment regularly utilized by Contractor.

4. It shall be no defense to a finding of non compliance with this nondiscrimination clause that Contractor had delegated some of its employment practices to any union, training program, or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the Contractor was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining appropriate sanctions.

5. Where the practices of a union or any training program or other source of recruitment will result in the exclusion of minority group persons, so that Contractor will be unable to meet its obligations under this nondiscrimination clause, Contractor shall then employ and fill vacancies through other nondiscriminatory employment procedures.

6. Contractor shall comply with all state and federal laws prohibiting discrimination in hiring or employment opportunities. In the event of Contractor's noncompliance with the nondiscrimination clause of this contract or with any such laws, this contract may be terminated or suspended, in whole or in part, and Contractor may be declared temporarily ineligible for further Commonwealth contracts, and other sanctions may be imposed and remedies invoked.

7. Contractor shall furnish all necessary employment documents and records to, and permit access to its books, records, and accounts by the contracting agency and the for purposes of investigation to ascertain compliance with the provisions of this clause. If Contractor does not possess documents or records reflecting the necessary information requested, it shall furnish such information on reporting forms supplied by the contracting agency.

8. Contractor shall actively recruit minority sub-contractors or subcontractors with substantial minority representation among their employees.

9. Contractor shall include the provisions of this nondiscrimination clause in every subcontract, so that such provisions will be binding upon each Subcontractor.

10. Contractor obligations under this clause are limited to the Contractor's facilities within Pennsylvania or, where the contract is for purchase of goods manufactured outside of Pennsylvania, the facilities at which such goods are actually produced.

Attachment 1 to  
Marketing and/or  
Communications Consultant RFQ  
Dated August 5, 2020

**QUALIFICATIONS FORM**

**MARKETING AND/OR COMMUNICATIONS CONSULTANT  
WILKES-BARRE/SCRANTON INTERNATIONAL AIRPORT  
AVOCA, PA 18641**

1. In accordance with the Requirements Section II, Required Qualifications Elements Section III and additional requirements from Section VI of the Request For Qualifications/Proposal documents, I/We have provided and offer the following:
- A. Information required in Section III.
  - B. Information required in Section VI.
  - C. Certification that My/Our firm complies with all requirements in all sections of the solicitation.
  - D. Certification of receipt of Addendum, if necessary                      Yes\_\_\_\_                      NA\_\_\_\_
  - E. Non-Discrimination Certification (copy & sign page 3)                      Yes\_\_\_\_                      No\_\_\_\_

2. ADDENDUM:

In submitting these qualifications elements, I have received and included the following addenda (if none, so note):

Addendum No. \_\_\_\_\_                      Date: \_\_\_\_\_  
Addendum No. \_\_\_\_\_                      Date: \_\_\_\_\_

3. Exceptions or Deviations to the requirements of the RFQ: (list) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. By submitting information in response to the RFQ for Marketing and/or Communications Consultant, I agree to bind my company to all the requirements, instructions, and Attachment I - Commonwealth Nondiscrimination Clause, and consent that all statements made in my submittal as being truthful of my company's capabilities, qualifications, history, and intent during the awarded contract. If selected, I also agree to negotiate with the Airport in good faith towards a final binding contract for the services so described in the RFQ documents.

Name (print): \_\_\_\_\_

Signed: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel. Number: \_\_\_\_\_ Date: \_\_\_\_\_

Seal: (if corporation)

