

**LEGAL NOTICE
REQUEST FOR QUALIFICATIONS
DULUTH INTERNATIONAL AIRPORT
Digital Development
14-4404**

OVERVIEW

Duluth International Airport

The Duluth Airport Authority (DAA), operator of the Duluth International Airport (DLH) and Sky Harbor Airport is issuing a Request for Qualifications (RFQ) seeking interested and qualified digital development firms for the updating of the Airport’s existing website, www.DuluthAirport.com. The intent of the project is to design and implement a comprehensive overhaul, including enhanced functionality, an informative and easy to navigate user experience (UX), linking capability, and a visual update to align with our current brand.

Airport Info

Duluth International Airport

DLH serves a catchment area of over 483,000 people from areas as far away as: the Upper Peninsula in Michigan; Northern Wisconsin; Thunder Bay, Canada; and Northeastern Minnesota. The airport is currently served by Delta Airlines (MSP and seasonal DTW); United Airlines (ORD); and Allegiant Air (LAS).

The DAA recently completed the \$77 million dollar new passenger terminal building and parking structure. The Authority is excited to present the traveling public with a new, energy-efficient, state-of-the-art passenger terminal and parking structure and to translate that excitement into a state of the art website that captures the new airport experience. Additional amenities that will be featured on the website include a full service food, beverage, and retail concession pre and post security; rental car availability; an international arrivals facility; a customer friendly “thanks again” loyalty program; a corporate parking program; and a future business center in the departure area.

The annual record of airline passengers for the last four years, traveling through Duluth International Airport are as follows: (All data provided is for informational purposes only and the airport is not responsible for any inaccuracies in respect to such data)

<u>Year</u>	<u>Total Passengers</u>
2010	306,330
2011	295,212
2012	322,208
2013	317,855

Sky Harbor Airport

Sky Harbor airport is located on the end of Park Point. It is an amphibious airport that contains two land runways and two sea runways. Services and amenities at Sky Harbor that would be featured on the website would include fuel and maintenance, hangar spaces, 24 hour pilot lounge, underwing camping and customs capability.

Sky Harbor provided a total of \$1,601,413 in economic impact from the activity reported at the airport. There is also a focus on education and aviation history through the Duluth Aviation Institute that is provided to the youth and the region. Total operations are as follows:

Total Operations MNDOT Survey 2012

- **32 total Based aircraft in 2011**
- **Aircraft Operation Purpose 2010**
 - **Business: 417**
 - **Training: 13,205**
 - **Leisure: 278**
- **Aircraft Operation Type 2010**
 - **Local: 10,891**
 - **Transient 2,919**
- **13,810 Total aircraft Operations 2010**
 - **12,536 Single Engine**
 - **1,364 Multi-Engine**

WEBSITE

The current DuluthAirport.com site was last updated in **2008** and no longer accurately meets the needs of the two airports in functionality, flexibility, UX, or brand aesthetic. We are seeking a qualified partner to help guide and manage the development process from design to implementation.

QUALIFICATIONS

This is a request for qualifications, not a request for proposals. DAA is interested in gaining an understanding of how your firm thinks, how it works, and what it is great at. The Proposal shall identify a proposed work plan including steps and timeframes to complete the project as identified.

To that end, we are asking interested parties to provide the following qualifications, and to do so in a way that reflects the tone and personality of your firm.

1. Firm capabilities

Please include an overview of your firm and specifically indicate your firm's digital capabilities, as well as any other relevant capabilities your firm may have that would impact your approach to building our website. Identify how long the firm has been performing such services either under the name proposed or by the personnel proposed for this assignment.

2. Bios of key leadership on this project

Identify the project manager and the personnel who will be involved with this project. Please provide short bios of all personnel and a summary of the role they will play in the assignment. Identify if any subcontractors will be utilized and similar information for the subcontractor.

3. Examples of comparable work

Please provide examples of work experience at similar airports, including projects that are comparable in scope and websites that best represent your firm’s abilities. Provide contact information for those airports identified or comparable organizations.

4. Web development process and methodology

Please provide a detailed description of your digital development process, from end-to-end. We are looking to understand how you approach, execute and manage web projects like this one.

5. References

Please provide (3) references that are knowledgeable about your firm’s abilities, process, the proposed staff, and project approach.

All qualifications statements shall be limited to 20 pages single sided pages. In addition (not included in the 20 page limit), proposers shall include a cover letter indicating the statement of interest signed by an authorized representative of the firm. Statements submitted by the established deadline will be evaluated based upon the following criteria:

Qualifications and competence of the agency	15%	Provide agency biography and history
Experience of the firm and its proposed staffing in the type of service being sought.	25%	List recent experience of website development and process
Agencies web development process and methodology	25%	Provide digital development process and continued approach to execute and manage website on an ongoing basis
Agencies familiarity with and proximity to the geographic location of the projects	15%	Indicate office location(s) where work will be performed.
Firms ability to design creative to match the brand and mission of Duluth International Airport and Sky Harbor Airport	20%	Indicate ability to understand Duluth International Airport and Sky Harbor Airport mission, purpose and needs that will be displayed on website.

Proposals received prior to the deadline will be evaluated and scored by an evaluation team. DAA will identify a short list of proposers and reserves the right to conduct interviews with the short listed firms. The highest ranking firm will then be identified and DAA will enter into negotiations with the highest ranked firm to develop a contract. In the event that negotiations are not successful, DAA will enter into negotiations with the next highest rated firm.

It is the intent to submit the contract to the Authority at its January 2015 meeting for approval. Work will commence following approval.

The DAA reserves the right to reject any or all proposals and further, to waive any informalities in the statements for the purpose of accepting the company most advantageous to the DAA. Prime consideration in evaluating the statements will be based on the best interest of DAA. Proposers will be solely responsible for all costs associated with the development of all proposals.

QUESTIONS AND INFORMATION

Any firm interested in responding shall e-mail Natalie Peterson at npeterson@duluthairport.com indicating interest along with contact information. Any addendums or clarifications will be distributed to those submitting indications of interest.

Any questions regarding the information requested must be submitted via e-mail on or before noon central standard time December 18th and written responses via email will be distributed to all who have indicated interest or submitted questions by 5:00 pm central standard time December 22nd .

SUBMISSION

Please submit your RFQ response via email as a PDF by 2:00 PM CST Tuesday, December 30, 2014, to Natalie Peterson, Director of Communications and Marketing, 4701 Grinden Drive, Duluth MN 55811. Any submissions received after that date will be considered non-compliant and not considered in the evaluation process. To be considered compliant, submittals must include all information specified above. Qualifications received after the deadline will not be accepted.

Thank you for your interest in this project, and we look forward to hearing from you.