



DULUTH AIRPORT AUTHORITY

Duluth International Airport Solicitation No. 23-4407

Marketing and Advertising Services

Request for Qualifications

Issued: April 13, 2023

Proposals Due: May 25, 2023

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SECTION 1 SOLICITATION OF QUALIFICATIONS

In accordance with the policies and procedures of the Duluth Airport Authority (DAA), Notice is hereby given that a Request for Qualifications (RFQ) for marketing and advertising services is requested from agencies to render services required at Duluth International Airport (DLH) and Sky Harbor Airport (DYT). It is the intent of the DAA to select and negotiate with one agency for a five (5) year term, with a base term of three (3) years and two, one (1) year optional extensions.

All statements must be received at the address below no later than local time 3:00 p.m. May 25, 2023. All proposals must be addressed to:

Duluth Airport Authority
RFQ Marketing and Advertising Services
Attn: Natalie Baker
4701 Grinden Drive
Duluth, MN 55811

All statements must be submitted in a sealed envelope clearly marked with RFQ Airport Consulting Services. All submittals shall include one (1) complete, original statement marked "ORIGINAL"; six (6) complete copies of the original statement; and other related documentation required by this RFQ as well as one (1) electronic copy (USB drive.). Any RFQ submittal not received by the deadline may not be considered.

All questions concerning this RFQ shall be submitted to Mrs. Natalie Baker via email on or before April 21, 2023. Mrs. Baker will respond to all parties who attended the pre-bid no later than May 5th, 2023.

Mrs. Natalie Baker
Director of Communication and Marketing
nbaker@duluthairport.com

The proposed timeline schedule as related to this procurement is as follows:

April 13, 2023	RFQ Released
April 19, 2023	**Mandatory (In-Person or Virtual) Pre-Bid Meeting
April 28, 2023	Written Questions Due
May 5, 2023	Responses/Addenda posted
May 25, 2023	Qualifications due
Week of June 12, 2023	Interviews (if needed)
June 20, 2023	Recommendation to Airport Board
June 21, 2023	Agreement – Effective

****Mandatory (In-person or Virtual) Pre-Bid Meeting**

Virtual:

*To be sent the link to participate in the virtual Pre-bid meeting please email Natalie Baker with your interest to attend at nbaker@duluthairport.com prior to April 19th, 2023.

In-person:

Duluth International Airport Terminal Building – Third Floor Conference Room on April 19th at 11am CST

SECTION 2 INFORMATION REQUIRED

Specific categories for marketing and advertising services include but are not limited to:

1. Marketing Plan Development
2. Advertising and Marketing Services
3. Creative Development
4. Social Media Services
5. Website Maintenance and Content Management
6. Campaign Management, Metrics and Reporting

Agencies are invited to provide a Statement of Qualifications for the categories listed above. All agencies are responsible for costs associated with the preparation of materials in response to this RFQ, and the DAA assumes no responsibility for any such costs.

Upon the final decision of the selected agency, contract negotiations for a Marketing Services Agreement will be initiated. Negotiating individual project contracts and associated fees shall occur when those services are needed for a project.

The Airport is an Equal Employment Opportunity (EEO) organization and does not discriminate based on race, religion, color, sex, age, marital status, national origin, sexual orientation, or the presence of any sensory, mental, or physical disability in consideration of a contract award. The successful Proposer will be required to comply with all federal, state, and local laws and regulations.

The format for the SOQ shall be as follows:

- A. Cover Letter: Provide the main point of contact with their telephone number and email. The letter should include a statement of interest in performing services outlined within the scope of work.
- B. Executive Summary: This shall contain an outline of your general approach to the provision of services in addition to a brief summary of your qualifications to engage in marketing services with the Airport.

- Describe why your agency is the best fit for DLH and DYT, why your agency is the best qualified, why you are passionate about promoting air commerce in our region, and what sets you apart from other marketing agencies seeking our work.
 - Demonstrate a capable working knowledge of DLH and DYT
- C. Agency and team history: Include names and qualifications of the team members assigned who will perform requested services.
- D. Services: Please provide the types of services offered by your agency
- Demonstrate experience and describe the approach your agency takes with the development and execution of data-driven strategic marketing plans.
 - Describe your agency's digital marketing experience and capabilities. Please use specific examples when describing strategies and capabilities.
 - Describe your agency's video, print, audio, and out-of-home (OOH) experience and capabilities. Please use specific examples when describing strategies and capabilities.
- E. Sections (SOQs) that will address each of the categories of airport marketing services listed above.
- Include examples of previous relevant work for similarly situated clients.
 - Any additional information the agency wishes the selection committee to review may be included herein.
 - If an agency is not interested in proposing for one of the specific categories, then a single page stating this should be included for the excluded section.
- F. For each portion of the proposed services to be received by an agency, the SOQ must include the identification of the functions to be provided by the agency and the related qualifications and experience of the agency.

SECTION 3 SCOPE OF WORK

The scope of services will be performed as requested by the Airport at various times throughout the duration of our partnership. The scope of services will include but is not limited to the following:

- A. Marketing Plan Development
- An overview of the Airport's current identity and position in the local community.
 - Target audiences, the message to be communicated, and measurable goals to be achieved within the specified timeframe.
 - Assist in the development of digital and traditional media strategies.
- B. Advertising and Marketing Services

- Develop data-driven strategic traditional and digital campaigns in collaboration with DAA to reach the target market accurately.
- Develop programs and strategies in collaboration with the DAA to ensure effective, accurate and consistent communication with community stakeholders, tenants, users, industry partners, employees and others.
- Assist with special events and promotions planning and coordination.
- Conduct opinion polling and market surveys.

C. Creative Development

- Assist in writing copy, blog posts, articles, and press releases on a variety of Airport events, projects, and activities.
- Provide creative development of collateral pieces, such as newsletters, annual reports, or similar written compilations, as directed by the Authority.
- Develop traditional and digital advertisements as directed by the Authority.

D. Social Media Services

- Assist with promoting the DAA's social media presence, maximizing influence and reach.
- Coordinate scheduling and posting of organic social content.
- Assist with generating and maintaining content for DAA social media accounts to engage with the public.
- Provide analytics and opportunities for improvement.

E. Website Maintenance and Content Management

- Manage website design including graphics, layout, navigation and media integration.
- Host, develop and maintain content.
- Provide analytics related to traffic of website pages and other hosted digital media with benchmarks and recommendations for optimizing relevant content.
- Provide technical and regulatory management and updates for the Airport's website.

F. Campaign Management and Reporting

- Manage, monitor, and adjust campaigns to ensure target audiences are being reached.
- Track campaigns, provide analytics and recommend opportunities for improvement based on data collected.

SECTION 4 EVALUATION CRITERIA

All qualification statements shall be limited to 60 single-sided pages (or 30 double-sided pages). Statements submitted by the established deadline will be evaluated based on the following criteria.

Qualifications and competence of the firm.	15%	Provide agency biography and history of the agency.
Experience of the firm and its employees in the type of service being sought.	20%	List recent experience and ability to meet timelines/schedules for similarly situated clients. Include example projects.
Capability of the firm to perform the service desired within an acceptable time frame.	20%	List key project personnel's professional background, experience, and workload.
Firm's familiarity with and proximity to the geographic location of the projects.	15%	Indicate office location(s) where work will be performed and familiarity with DLH and DYT.
Creative ability of the agency.	30%	Clearly demonstrate the creative capabilities of the agency, relating to the development of marketing strategies to achieve desired strategic goals.

Following the submittal, the Statement of Qualifications will be reviewed and evaluated. Based on written submissions in response to this RFQ, the DAA will rank the firms in each criterion that it feels are most qualified to provide the requested services. **At its sole discretion, the DAA may interview up to 3 top-ranked proposers, or make its final selection based entirely upon the written response to the RFQ.** If the DAA elects to invite an agency or agencies, to make a personal presentation, a minimum of two weeks will be allowed for the preparation of the presentation.

SECTION 5 MANDATORY DISCLOSURES

By submitting a proposal, each Bidder understands, represents, and acknowledges that:

- A. Their proposal has been developed by the proposer independently and has been submitted without collusion with and without agreement, understanding, or planned common course of action with any other vendor or suppliers of materials, supplies, equipment, or services described in the Request for Proposals, designed to limit independent bidding or competition, and that the contents of the proposal have not been communicated by the Bidder or its employees or agents to any person not an employee or agent of the Bidder.

- B. There is no conflict of interest. A conflict of interest exists if a Bidder has any interest that would conflict, or has the appearance of conflicting, in any manner or degree with the performance of work on the project. If there are potential conflicts, identify the municipalities, developers, and other public or private entities with whom your company is currently, or has been, employed and which may be affected.
- C. It is not currently under suspension or debarment by the State of Minnesota, any other state or the federal government. The company is either organized under Minnesota law or has a Certificate of Authority from the Minnesota Secretary of State to do business in Minnesota, in accordance with the requirements in M.S. 303.03.

1. Minnesota Department of Human Rights Affirmative Action Certification:

- A. Under MN Statute §473.144, DAA may not accept any bid or proposal for a contract or execute a contract for goods or services in excess of \$100,000 with any business having more than forty (40) full-time employees within Minnesota on a single working day during the previous twelve (12) months, unless the agency or business has an affirmative action plan for the employment of minority persons, women, and qualified disabled individuals that has been approved by the Commissioner of the Minnesota Department of Human Rights. Further, DAA may not accept any bid or proposal for a contract or execute a contract for goods or services in excess of \$100,000 with any business having more than forty (40) full-time employees on a single working day during the previous twelve (12) months in the state where the business has its primary place of business, unless the business has a certificate of compliance issued by the Commissioner of the State of Minnesota Department of Human Rights or the business certifies to DAA that it is in compliance with federal affirmative action requirements. Each agency submitting a proposal must transmit documentation indicating the agency's compliance or exemption from the above requirements.

2. Minnesota Government Data Practices Act

- B. Data supplied in response to this RFQ by businesses, agencies and individuals is governed by the Minnesota Government Data Practices Act in that:
 - 1. The information requested will be used to evaluate each proposer's qualifications.
 - 2. The proposer is not legally required to supply this information; however, failure to supply the information requested may result in that SOQ receiving lesser consideration and a determination by DAA that the SOQ is non-responsive.
 - 3. The public is authorized to receive information that is not classified by law as private, confidential, or non-public data. The proposer is responsible for clearly identifying any data classified by law as private, confidential or non-public data and providing the specific basis for the classification when the data is submitted to DAA.

The DAA reserves the right to reject any and all Statement of Qualifications or to re-advertise for additional Statement of Qualifications.